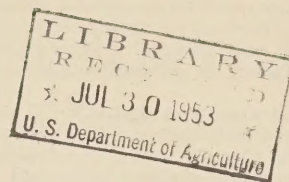


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

OUR 1953 F. S. B.

Whoever makes a garden
Has never worked alone;
The rain has always found it,
The sun has always known.
The wind has blown across it
And helped to scatter seeds—
Whoever makes a garden—
Has all the help he needs



Whoever makes a garden
Has, oh, so many friends!
The glory of the morning,
The dew when daylight ends.
The wind, and rain, and sunshine
And dew, and fertile sod,
And he who makes a garden
Works hand-in-hand with God.

—DOUGLAS MALLOCH

GOULARD & OLENA, INC.

SKILLMAN, Somerset County NEW JERSEY

Dear Flower Show Patrons and Gardeners Everywhere

Twenty eight years of greeting our gardening friends with another F.S.B. (Flower Show broadside) is quite a stretch of time and of course we hope that in that period we have helped a few hundred thousand gardeners, from the smallest amateur to the largest and nationally known professionals to grow more and better plants of every description. If production and sales records prove anything, we have done just that.

We have said, time and again that this F.S.B. is the most distinctive and original publication in the entire horticultural field and just as simple proof of that, read the opposite page and then if you care to ever continue the subject tell us where and in what other so-called catalog you have ever read such a digest for your guidance. Frankly I doubt that you can although this isn't said as a challenge.

My greeting to you this year will omit "shop" talk and get down to something I'm worried about and you will be too, if you'll just think about it.

Personally, I think many products are so over-advertised as to be downright silly. Others are obviously unmitigated lies.

I have been in the business of making and marketing garden and farm products for 46 years and just because the buyers of these products are so almost fanatically inclined to swallow "hook, line and sinker," all the claims made for their pet hobby and pleasure, a new "crop" of producers and manufacturers have sprung up in the last ten years with their propaganda by press, radio and TV as to make the word MISREPRESENTATION—angelic by comparison.

On the humorous side—I just returned from the Army-Navy game in Philadelphia. The souvenir program hawkers were working hard for their sales at \$1.00 per copy, so one guy with a circus "Barker" voice was yelling—"Get your program, the only program with chlorophyll in it." Well for fun that's O.K.

But fun ceases when it comes to misleading anyone about anything under the guise of being a legitimate merchant or just a plain everyday human. This has been a "touchy" subject with me for years and these offending advertisers with their offices "in their hats" are getting more flagrant with every Sunday (Garden Section) Newspaper.

I saw an editorial on this matter in the Cleveland Plain Dealer of November 9th, 1952, by their Garden editor. Write and see if you can get a copy—it's good. Then let's get together to stop these "insults" to the Gardeners of America who are recognized as being on a higher plane of sound intelligence, in every community.

Yours very truly,

GOULARD & OLENA, INC.

Relexand E. Goulard
President

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IMPORTANT AND GENUINE

Our F.S.B.'s always carry a GIFT OFFER. We consider it as a present to you without an extra charge. The nature of this Gift, Present, or whatever interpretation is applied to it, is explained on pages 22-23 and 28.



WHY—THIS AND EVERY ANNUAL F.S.B. IS AN ABBREVIATED “COLLEGE SHORT COURSE” IN GARDENING

Not just another pretty looking Spring Seed Catalog “molded” in text, pictures, prices, etc.

Plant Food expenditures each year now probably pass the billion dollar figure so why not get the buying fundamentals on gardening's ranking expense?

All Gardeners would definitely like to know, when buying a pound or a ton of Fertilizer. (1) How is it made and what's in it? (2) Is it a CHEMICAL “Push 'em up and die” mixture at a low price? (3) How much sand or filler is in it? (4) How much ORGANIC ingredients and the nature of those organics — is it from leather and hair or blood and meat?

There's nothing hard about getting this information and right here we invite you to write to us, when in doubt, because we would rather have you an informed buyer, getting better results yearly from the use of Plant Food, Insecticides, Fungicides, etc. than just necessarily a buyer of G&O products. If you know or want to know G&O you'll recognize that statement as fact.

ILLUSTRATION—let's take an easy and popular formula or mixture known to ALL gardeners, as an example. You see it in practically any Seed, Hardware or Department Store during the season, under many brand names including ours. It's referred to as a 5-10-5 mixture (5% Nitrogen, 10% Phosphorus and 5% Potash in 100 lbs.)

All manufacturers aim to make and sell such a guaranteed analysis at the lowest price and one practical way to do this would be to mix 500 lbs. of Sulphate of Ammonia, 1000 lbs. of Superphosphate and 170 lbs. of Muriate of Potash.

All three materials would add up to 1670 lbs. and require 330 lbs. of sand or some other worthless filler costing about \$5.00 per ton or for less than 85c for the filler part a full ton of 2000 lbs. is produced.

The cost of this full ton would be less than \$40.00 or a 100 lb. bag for \$2.00 whereas the selling price to the average uninformed gardener ranges from \$4.50 to \$7.00 per 100 lbs.

True the analysis is 5-10-5. It has been registered in the state as such and consequently meets the law BUT how about you, your plants, lawn and gardens and above all your HOPES when you bought that Plant Food?

NOW FOR THE BIG DIFFERENCE!

Let's stick to and finish the comparison on this same 5-10-5 analysis by selecting the kind of “RAWS” that do a growing job (and when you get through with this one page reading, normally requiring 10 pages, and if still puzzled, turn to page 6 and check the arithmetic of GOULARD'S FORMULA, for further help.)

We have been compelled in this brief space to discuss one and maybe the most popular formula but when you understand this one the other 200 or 300

different analysis brands figure out the same way, viz. 10-6-4, 6-10-4, 4-10-4, 9-7-4, etc. Fix this definitely in your mind about all Fertilizer mixtures. Your growing results depend on the KIND of ingredients in the mixture and when a mixture is advertised with claims of super-spectacular results on EVERYTHING (a cure-all panacea) LET IT ALONE. All plant life is no more the same than all human or animal life.

		Available In (Weather Permitting)
(1)	100 lbs. Nitrate of Soda	5-30 days
(2)	100 lbs. Sulphate of Ammonia	10-60 days
(3)	200 lbs. Ground Dried Blood	20-100 days
(4)	*300 lbs. Ground Dried Fish Scrap	30-150 days
(5)	*200 lbs. Prime Cottonseed Meal	40-300 days
	930 lbs. Superphosphate	
	170 lbs. Muriate of Potash	
	2000 lbs.	

* Also supplies phosphorus.

Just the consumer's cost of the raw materials for this 5-10-5 would be in excess of \$100.00 per ton or \$5.00 per 100 lbs.

BUT note the facts (and if you don't your Lawn, Garden, Plants and Roses will). (A) There is no sand or makeweight in this balanced mixture and the branding on the package says, NO-FILLER (compared to nearly 17% weight loss in the first formula above) and (B) each raw material becomes available as the season progresses and raw materials No.'s 3-4 and 5 even show results nearly two years after application because 70% of the Nitrogen (by many times the most expensive element in any fertilizer) is in the form of the best and most economical range of organics available.

We have little interest in the production of “run of pile” Fertilizers or in the industry itself, as such.

Our business, begun nearly 30 years ago and with nearly 20 years experience before that, started a movement to minimize (someday we hope it's entirely eliminated) this business of hauling maybe a half a carload of sand, as filler, all around the country and selling it as a full carload of fertilizer at destination, and at the same price for the sand as for the real stuff. Maybe it's legal and all that, but for us—“We're agin' it.”

And when you study our labels or package branding you'll know we are genuinely against it for your protection as well as our general contentment.

Just as a test of our sincerity in this whole movement, walk into your dealer's store and ask to see a package of G&O ROSE FOOD. Note the prominent NO-FILLER statement, then the list of raw ingredients.

NO—You certainly have not seen such a branding anywhere in this country. As for results, we could fill this entire catalog with voluntary testimonials from Rose Growers, and G&O ROSE FOOD probably outsells 3 to 1, all other makes of food for Roses. All this must surely prove—THERE IS A DIFFERENCE.

GOULARD & OLENA, INC.
Pioneers of Custom Made Organic Plant Food
SKILLMAN, Somerset County NEW JERSEY

Phones: Hopewell (N. J.) 215 and 194



Rose Food

The only and original nationally recognized highest organic food for all varieties of Roses. Probably outsells all other Rose Foods combined and **HERE IS THE EVIDENCE.**



**NO-FILLER
LASTING
ORGANIC**



PRICES

1 lb. Pkg.....@ \$.54
5 lb. Pkg.....@ \$ 1.19
10 lb. Pkg.....@ \$ 1.84
25 lb. Pkg.....@ \$ 3.89
*100 lb. Pkg.....@ \$11.49
*(Prepaid within 500 miles)

The right amount of Dried Blood, Meat Tankage, Bone, Fish Scrap, Vegetable Meal, etc., Trace Elements, Neutro Phosphorous and a 30-day "starter" of Nitrogen to feed gradually so that the April feeding carries into August and the latter month dose to late November. All this means better and larger blooms, stock, foliage, color and even smell.

We are making it possible for those who only have a half dozen Rose bushes (Hybrids, Climbers, etc.) but who really love them, to buy as little as one (1) pound.

Feed them the G&O way and you can develop an "anemic" bush into something you really admire. Full directions on each package.

Probably the best assurance we can give you for the use of G&O Rose Food is that we have Commercial Grower customers who buy carloads of this formula and then voluntarily publicize its unusual performance as speakers at Rose Conventions. You probably admit with us that no one spends \$1,500.00 to \$3,000.00 for anything, unless it pays them well to do it.

Millions of readers of Garden literature know its merits so well that even when it has been somewhat "buried" in our general publicity, its demand multiplies each year, not only on direct mail business but in the thousands of stores and millions of catalogues.

WHY—BECAUSE. It's nothing short of an outright insult to any Rosarian (with 3 or 300 Roses) to offer a general chemical food claimed to be just as good for trees, grain, cabbage, camellias, spinach, lawns, etc., as for Roses.

ISN'T THIS ENOUGH PROOF?

We shortly expect to publish a story and picture of what one feeding of G&O ROSE FOOD did for a large arbor of PAUL SCARLETT climbers owned by a western Pennsylvania Doctor.

As he voluntarily reported "Hardly ever saw a bloom in seven years after planting. I gave them ONE feeding of G&O ROSE FOOD and they literally went crazy with a mass of solid, firm, true colored and magnificent Roses so outstanding, in fact, that a Kodachrome Photograph of this Arbor in bloom was selected from sixty other and varied photos to go on tour of Photographic Societies all over the U.S.A."

We could actually fill all 32 pages of this F.S.B. with unbelievable and entirely voluntary praise of G&O ROSE FOOD and ALL THIS, believe it or not, in face of the fact that G&O ROSE FOOD sells for about 15% less than competitive store prices. That's what "biggest production" can do.

And Then **HOW TO PLANT AND FEED A ROSE BUSH.**

We are asked right along for our ideas of Planting and Feeding Roses, also Rhododendrons, Azaleas and other acid plants. The only sure way of knowing the value of such information is to "put it to work" for a few selected plants and determine results for yourself.

ROSES (Already Planted)

- 1—Love a friable, dampish (not wet) soil. Work into the soil 3" deep two (2) cupfuls of finely powdered Tobacco Powder (page 11) all around the bush and 6" from it. Do this during April or May or when bud leaf first appears. Wet down.
- 2—During early May (regardless of when the Tobacco Powder is applied) apply one (1) cupful of G&O ROSE FOOD to a 2 year and older bush, 6" from stalk and all around the bush in a circular trench 3" deep. Place a thin layer of grass clippings on top of the Food in the trench and then twice fill trench with water and let it soak in before replacing earth in trench to ground level.
- 3—All during the Summer, work the lawn clippings into the Rose bed earth as deep as possible.
- 4—During early July—Repeat No. 1.
- 5—During early August—Repeat No. 2.

NOTE: If the above seems like too much work, just remember—it isn't. Roses need a lot of attention but they respond beautifully to that attention.

PLANTING A NEW ROSE BUSH

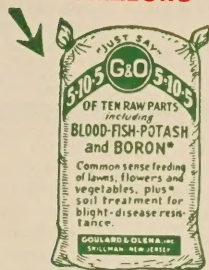


Dig the hole wide enough to accommodate the longest root. Deep enough to bring the grafting bud to ground level. Put a few flat stones at the bottom of the hole and cover with 3" of grass clippings, straw or peat moss and then 2" of sifted earth. Sift the balance of the earth dug from hole and with this mix two (2) cupfuls of G&O ROSE FOOD and the same amount of fine Tobacco Powder. Fill the hole half way up. Use enough water at this point to almost make a mud of the earth in the hole. Finally complete the filling of the hole and wet down again, using half as much water this time.

Always insist on the package with the big red rose pictured thereon and the No-Filler & Ingredient statements. Never accept a substitute.

THIS BEGINS A FREE TOUR THROUGH "ORGANICLAND"


**YOU GET THIS
100 LBS. OF
"PRIZEGRO"**



THAT WE SELL FOR \$9.75
F.O.B. Skillman

PLUS



\$9.75	Prizegro	
\$3.15	Bone	
\$3.78	Av. shipping cost with latest 15% increase.	
<hr/>		
\$16.68		



THAT WE SELL FOR \$3.15
F.O.B. Skillman

BOTH



\$11.39

FOR

PRIZEGRO

BLOOD FISH BONE POTASH BORON

Again—There are MORE Growers interested in this COMBINATION ANNUAL OFFER of a UTILITY and GENERAL PURPOSE PLANT FOOD with 5% Nitrogen, 10% Phosphorus and 5% Potash than probably any other single product offered to Gardeners—ANYWHERE.

The OFFER is made just ONCE a year (about March) and continues for the whole current season subject to only one reservation—a limit on quantity to single buyers, as stated below and this is because of the BONE MEAL which is supplied, at no extra cost.

In other words YOU PAY FOR the ONE—PRIZEGRO (and even then at a big delivered reduced price) and get 25 lbs. of PURE HIGH TEST BONE MEAL (selling for \$3.15 plus another \$1.50 to \$3.00 for shipping charges or certainly at an average delivered total cost of \$5.00 AT NO EXTRA COST—NOT A CENT EXTRA.

DO YOU WONDER WHY THIS UNIT PURCHASE OF A TOTAL OF 125 POUNDS (separately packed in STRONG INDIVIDUAL Bags and then combined in a master bag for sound delivery) is so popular with thousands of CUSTOMERS?

Not alone because of over 46% saving on cost. It's the quality, the growing RESULTS, SOIL IMPROVEMENTS and everything the AVERAGE good grower wants.

You couldn't get a better No-Filler organic balanced food if you paid double the price. Carload sales of Prizegro prove it.

So many took advantage of the FREE BONE offer last year that we were compelled to put a limit of 20 deals (total of 2500 lbs. to one customer.

TERMS OF THIS OFFER

Price INCLUDES prepaid freight to your railroad station or PREPAID EXPRESSAGE direct to your door provided you are located not more than 500 miles from New York City. For a greater distance than 500 miles, just add \$.55 per 125 lbs. (the fertilizer and the Bone Meal) for every 300 miles. Example: A shipment of 125 lbs. to Chicago would entail an additional freight charge of about \$1.00 which would make the total purchase price prepaid to your Chicago home or its suburbs of \$12.39. We will be glad to help you in these delivered prices if you have any trouble figuring it out.



Because BONE is still scarce this year, the same limit must exist which is another good reason for you to order as soon as possible.

This formula works at once and then as plant needs more food, the organics release a further supply for 6-8 months. One or two feedings and that's all.

NO EXCESS "WASH AWAY" SALTS COLORED WITH SOME KIND OF A DYE TO SIMULATE THE PRESENCE OF ORGANICS AND THAT "SHOOT 'EM UP" IN THE FIRST 30 DAYS AND THEN WHEN THE GOING GETS TOUGH IN JUNE TO SEPTEMBER—LEAVE 'EM "FLAT." ONCE USED, YOU'LL BE A CONFIRMED ANNUAL BUYER OF THIS SPECIAL FLOWER SHOW DEAL.

ANOTHER NEW package of PRIZEGRO for 1953 is the FIFTY (50) lb. size. Many of our Customers wanted JUST 50 LBS. AND NO MORE, regardless of a bulk saving cost.

Now you can buy FIFTY (50) POUNDS (and naturally WITHOUT the GIFT OFFER of Bone Meal) for \$6.98 DELIVERED TO YOUR DOOR. Listed on order form (page 29).

Also the "little fellow" gets a chance to buy 25 lbs. (not, of course, including the Bone Meal) to cover 825 square feet or 20' x 41'. You will find it listed and priced in the ORDER FORM (pages 29 and 30 at \$3.89.

EXPERIMENT No. 1—When Tomato Plants are set out apply one (1) heaping tablespoon of our kind of PRIZEGRO and one month later apply two big tablespoonfuls of the Bone Meal. Try this combination dosage right alongside of any other kind or kinds of Fertilizer you have used before. THAT'S YOUR ANSWER.

WHY BORON IS SO VALUABLE. It is recognized today as an essential Plant Food. Furthermore many soil diseases, especially present in acid soils, are due to Boron deficiency. THEREFORE why not aid in the correction of such a condition AS THE PLANTS ARE FED WITH FERTILIZER. Boron is not a low priced corrective, nearly \$100.00 per ton.

**100 lbs. Feeds a Garden Area of 4,000 Square Feet
100 lbs. Feeds a Lawn Area of 5,000 Square Feet**

FOR THE EVERLASTING BEST, PERMANENT & ECONOMICAL RESULTS

GOOD FOR
SPRING USE
BUT BEST

GOULARD'S FORMULA

7½-15-5

*Only for those who want
the very finest, permanent
lawns-in good or bad weather
NO FILLER & 100% ORGANIC*

FOR FALL USE
ON NEW OR
RESEEDING JOBS

Probably the only Balanced Turf Food ever made in this country
with 100% of the Nitrogen from Organics.

Undoubtedly the 1st time one person in 25,000 has ever seen a formula worked out on paper,
like this. Such information is regarded as "Hidden Secrets" of the "Inner Sanctum." To that we
say BOSH. We consider our "Inner Sanctum" membership is open to everyone.

Have you ever been offered a chance to buy a LAWN
FOOD having 7½% Nitrogen, 15% Phosphorus and 5%
of Potash with 100% of the Nitrogen derived from
ORGANIC MATERIALS, viz., DRIED GROUND BLOOD,
MEAT TANKAGE, GROUND FISH SCRAP, BONE
MEAL and COTTONSEED MEAL?

It should make a careful buyer THINK because NOW,
for PROBABLY, the FIRST TIME IN YOUR LIFE you
can get such a mixture known as GOULARD'S FORMULA
and guaranteed WITHOUT ONE OUNCE of INORGANIC
CHEMICAL SALTS (certainly N.G. for winter's slow feed-
ing demands and a dead loss regardless of price compari-
son).

Whether it's a new lawn or a renovation job in the next
5 weeks insist on GOULARD'S 7½-15-5 All Organic
Formula.

Read your experiment station reports about the chronically
low phosphorus content of almost all soil and especially
eastern. We consider even 10% too low for Fall feeding
and so will you, after using 15% which you probably have
never even been able to buy in branded mixed fertilizers.

The 7½% of ORGANIC MATERIAL (none of which
has less than a cost range of about \$100.00 to \$150.00 per
ton) in GOULARD'S FORMULA FEEDS WITHIN 10
DAYS AND CONTINUES FOR A FULL YEAR. That's
what all Gardeners have been demanding for years. But
have they been able to get it? NO AND DOUBLE NO.

HOW USED—GOULARD'S (100% Organic Nitrogen
in BLOOD, FISH, MEAT, BONE and COTTONSEED
MEAL) FORMULA is in a free flowing semi-powdered
mechanical condition to apply with spreader or broadcast
by hand at the rate of 1½ lbs. to 100 square feet of new lawn,
either 3 or 4 days before or after the new seed is planted
or the seed and GOULARD'S FORMULA can be applied
at the SAME time with NO HARM to seed germination.

Prepaid to your home if located within 500 miles of N. Y. City
Please remit with your order since we cannot handle C.O.D.'s

100 lbs. — @ \$12.69
25 lbs. — @ \$ 4.59

50 lbs. — @ \$7.49
15 lbs. — @ \$2.79

HYGANIC

FOR SUPERFINE
LAWNS & SPECIMEN
TREES — ORNAMENTALS



In general, good grass or lawn turf needs a lot
more Nitrogen than is required for Flowers, Vege-
tables, etc. You can say the same thing when it
comes to feeding TREES. Then again LAWNS and
TREES don't need nearly as much phosphorus and
potash as these other plants. Just the right amount of
phosphorus for a rich, deep color and potash to re-
sist root disease.

Here again is where the KIND of ORGANIC
NITROGEN is what counts and gives a real result,
even on poor soils. Quick acting Nitrogen accom-
plishes about one thing—a spectacular showing with-
in 30 days and a "wash-out" after that.

This special HYGANIC formula is bought and
used annually in carload and truckload lots (15 tons)
by the Golf Greenkeepers and Tree Experts. These
professionals are not visionary or theoretical but are
hard working, down to earth folks who can look at a
section of grass or a tree at a long distance and usually
hit the answer as to what's wrong.

One trial of our HYGANIC 10-6-4 at the rate of
15 lbs. per 1000 square feet, (x) broadcast by hand
or with wheel spreader, during April and 10 pounds
more over the same area (to crowd out the "crab")
in June will convince you that our professional trade
know what they are doing. Note the protracted dark
green beautiful color. Let's call it the Fish and Blood
color. Get rid of that yellow jaundice July hue with
"RUN OF PILE" fertilizers.

25 lbs. (via Parcel Post)@ \$3.98
(Enough for 1650 Square Feet of Lawn Area—(x)—)

100 lbs. (via Express within a
radius of 500 miles).....@ \$10.98
(Enough for 6600 Square Feet of Lawn Area—(x)—)

No. of Lbs. In a Ton	Material	Nitrogen	Phos- phorus	Potash
(1) 100	UREA	43.	0.	0.
(2) 200	Dried Ground Blood	42.	0.	0.
(3) 200	Nitrogenous Meat Tankage	22.	0.	0.
(4) 200	Dried Ground Fish Scrap	21.	8.	0.
(5) 200	Cotton Seed Meal	13.	5.	3.
(6) 100	Castor Pomace	6.	1.	1.
(7) 100	Pure Raw Bone Meal	4.	12.	0.
600	Triple Superphosphate	0.	288.	0.
165	Muriate Potash	0.	0.	100.
35	Trace elements of Boron, 0. Zinc, Molybdenum, Iron, Magnesium, Sulphate and Manganese	0.	0.	0.
2000	Pounds of plant food, — per ton	151.	314.	104.
	Pounds of plant food, per cwt.	7.55	15.7	5.2

Note—(1) Not one pound of FILLER
(2) All the Nitrogen from organics of the 7 highest type
of raw materials the market affords.
(3) All nitrogen materials in regular order of solubility
from No. 1 to 7 (inc.) feeding from 10 to 500 days,
progressively, based on normal weather conditions.

1/2 BLOOD TANKAGE & BONE MEAL

Here's another 100% Organic Mixture but without the Phosphorus or Potash such as the opposite page formulas have. Wonderful results, where Nitrogen is the missing element, is realized from this rare mixture and especially where Phosphorus and Potash might be present but the turf is low in Nitrogen.

All grasses are prolific "eaters" of Nitrogen so why not supply the best forms of Nitrogenous organic materials?

NOW HERE'S YOUR SPRING AND SEPTEMBER CHANCE TO PROVE WHAT A 100% ORGANIC NITROGEN WILL DO FOR A LAWN (old or new).

We mix equal parts (50-50) of BLOOD TANKAGE (over 8% nitrogen) with GROUND BONE (about 2 1/4% nitrogen). When mixed, the analysis is better than 5 1/4% of nitrogen and 6% of phosphoric acid.

The Result —Very little nitrogen is released before frost. Everything "sleeps" then until late March, without the usual inorganic winter's "wash out" leaving little or nothing to feed the grass next spring. Contrariwise, BLOOD TANKAGE—BONE (Remember, it's all pure without an ounce of filler) wakes up in April and goes to work all of May, June, July and August.

We recommend 2 lbs. application to 100 sq. ft. of Lawn Area applied at seeding time or a few days before.

Therefore—(and if you have any doubts about the great superiority of ORGANICS) you only have to treat about 300 sq. ft. at a cost of about \$1.00. We believe a trial this September will result in your becoming an Organic "AD-DICT."

Just remember this please. The reason organic formulas are critically scarce is because products like these are so limited and high priced that the general fertilizer trade couldn't hope to meet the demand. Likewise, we have very little to offer, so get your order in today and see what a better lawn you get. Potash isn't particularly needed in Fall but a top dressing next Spring with Hyganic (P-6) is desirable. We certainly deprecate the use of general inorganic Fertilizers having high inorganic nitrogen contents such as 8% to 11% for a September-Winter dosage because 70% of it couldn't be digested in the next two months by grass and the chances for its winter loss are too great.

A good practice is to demand a statement on the bag of ORGANIC of any mixture you buy. Just a mere NITROGEN statement doesn't mean a thing when Fertilizer is bought on the assumption (but not stated) that it contains ORGANICS.

Prepaid PRICES with your remittance

(*Within 500 Miles)

25 lbs. (enough for 1250 sq. ft.) @ \$4.19

*100 lbs. (enough for 5000 sq. ft.) @ \$13.39

GO-WEED & TURF FOOD

GO-WEED & TURF FOOD
*Kills the Weeds
Feeds the Lawn*
ALL IN ONE APPLICATION



"LOOK OUT DANDELIONS HERE I COME!"

The "Easy Way" and "less work for everybody" in having a nice lawn minus the usual weeds, is the popular objective today. 2,4-D (Dichlorophenoxyacetic acid) is a real and safe control of some lawn weeds so why not just combine 2,4-D with a real organic base Fertilizer having 6% of Nitrogen (don't feed too much Nitrogen at Weed Control time or a "lush and fade out" condition will develop), 10% Phosphorus and 4% Potash? Two jobs done in one application.

Detail instructions on every package for buyer's guidance.

We got an impressive demonstration of the efficiency and economy of GO-WEED & TURF FOOD on about three acres of lawn that was overloaded with Dandelions.

One dose of 15 lbs. of GO-WEED & TURF FOOD per 1000 square feet of lawn area (with a regular lawn spreader) applied in early May and followed up in two weeks with another 10 lbs. over the same area killed off the dandelions and a lot of other unsightly weeds so effectively that only with a search could a few individual weed plants be found and this result without danger to other plants, flowers, and shrubs. To have done a hand-picking job on a 1000 square feet of this lawn would have taken two days at \$1.35 per hour (hired garden help isn't cheap these days) or \$22.00 Vs. \$4.00 worth of GO-WEED & TURF FOOD that killed the weed roots, so they couldn't resprout.

PRICES

10 lbs. @ \$1.79 25 lbs. @ \$3.89

*100 lbs. @ \$10.69

SOIL ENRICHER

FOR
INDOOR-OUTDOOR
POTTED PLANTS

Using a newspaper spread open on the floor or table, mix thereon one (1) cupful of this ORGANIC SOIL ENRICHER with five (5) cupfuls of the screened topsoil. Since this mixture is of clean, earthy ingredients, just use your hands to get an even mix and then spread the mixture out and sprinkle it with a little water to dampen it off before potting and "setting" plants or seed. No excess moisture needed.

MAKES NICE AFRICAN VIOLET SOIL
THIS BULKY ORGANIC VEGETABLE BASE MEAL RETAINS MOISTURE LONGER AND PREVENTS SOIL CAKING IN POTS, WINDOW BOXES, GREENHOUSE BENCHES, ETC.

5 lbs.@ \$1.09
(enough for 6-10 pots, depending on size)

10 lbs.@ \$1.79

25 lbs.@ \$3.29

COMPOSTER

Sulphate of Ammonia, Superphosphate, Muriate of Potash, Ground Limestone, Tobacco Dust and Manure Base.

To each bushel of such compost should be added one (1) to two (2) lbs. of this COMPOSTER depending upon the mechanical condition of the raw compost materials selected for the "break down."

Just make a layer of the raw compost about 3' square and about 3" thick and then spread, by hand, our dry COMPOSTER in a thin but full coverage layer. Build up the whole pile in this way until all the compost and the COMPOSTER is consumed and as this tiering proceeds, have a sprinkling can handy and moisten each layer down but do not make the pile sloppy with water. Full directions on package.

PRICES { 5 lbs.@ \$1.09
10 lbs.@ \$1.69
25 lbs.@ \$3.79



BULB



FOOD

**DAHLIA — GLADIOLA — LILY
HYACINTHS, IRIS, PEONIES,
DAFFODILS, NARCISSUS, ETC.**

**AMERICA'S ONLY 15% POTASH
DISEASE RESISTANT FORMULA.**

Five National Dahlia prizes won in one year where only this formula was used. Match that record.

Just as in the case of Roses and the acid loving plants that must have that certain "something" commercial garden fertilizers can't possibly provide, here we have Bulbous plants that go "crazy" for excess Potash.

The leading Dahlia growers demand at least 10% of Potash, so just compare that requirement with these "do everything" market grades of 4%—7% and 8% Potash—totally inadequate.

Our Food is 5% Nitrogen, 6% Phosphorus and 15% POTASH, and this 15% Potash with our "Glad" and DAHLIA prizewinning amateurs is known to dozens of societies who hold their Autumn Shows, including National winners.

A tablespoonful per plant of this Food in Spring, July, and again in August has meant many a prize and all due to that excess Potash.

Prove it on a row of Tulips, Hyacinths, Daffodils, etc.

Like humans and animals there are certain groups of plants that just can't and won't produce on food that is deficient in particularly needed elements not found in commercial foods. It's just common sense.

PRICES * (Prepaid within 500 miles)

2 lbs.....@	\$.69 (doz. bulbs, 3 feedings)		
5 lbs.@	\$ 1.19	25 lbs.@	\$ 3.89
10 lbs.@	\$ 1.84	*100 lbs.@	\$ 11.49

**RHODO
MT. LAUREL
DOGWOOD**



**AZALEA
BLUEBERRY
HOLLY**

CAMELLIA, ETC.— FOOD

You can definitely make them bloom beyond fondest hopes with "HIGH ACID"

Look at most of these plantings in any section and, to say the least, most of them, whether Hybrids or wild grown, look scrawny and they rarely bloom.

We consider them as beautiful as any "ornamentals" ever grown so began work 20 years ago to find the answer.

Try as little as 5 pounds. Apply in April, again in early June and again in September. Four cupfuls to a plant 3 feet high with a 3 to 5 foot spread. Work it in 2 inches and soak down with water.

You'll wonder where all the new, dark green foliage came from and why those same buds never before opened into beautiful big flowers. Our 3-20-3 (highest of all Acid food) has been responsible for more prize-winning big specimens at the largest Flower Shows. Not unusual for us to get mail orders from ordinary home growers for ton quantities after a trial with as little as 25 pounds. These beautiful decorative and screening plants needn't look like "skeletons" any more.

A heavy acid soil is nearly the whole answer to satisfactory plants in this group.

Acidity is expressed in terms of pH. A 7 pH soil is considered neutral in reaction. Above 7 pH is alkaline and below is on the acid side. Some growers like a pH of 6.5 but try for around 5 pH and notice the amazing difference. That's where our 3-20-3 counts every time. Vs. so-called formulas with only half the actual element required.

Try this, too—Save apple parings and tea leaves and we especially recommend TOBACCO POWDER (page 11) worked into the soil all around these plants for three good reasons:

- (1) The pH goes down; the acidity goes up.
 - (2) The soil is made friable and "woody" (like forest soil).
 - (3) Those white root maggots are controlled.
- 1—DO THIS BEFORE END OF APRIL: Prong up the already planted beds to a depth of 2" to 3" being careful not to tear surface roots too much. Now apply 5-10 lbs. of G&O Tobacco Powder (not coarse or flake tobacco) to 100 sq. ft. of soil. Soak with water.
- 2—A MONTH LATER: For plants about 3' high and the same size spread, broadcast by hand two glassfuls (tumbler size) of G&O 3-20-3 Acid Food (page 8) evenly over earth from stalk or trunk, all around and out to the spread of the branches. Prong it in and flush with water. If any roots are exposed by reason of "wash" or erosion, cover up and level earth off.
- 3—DURING AUGUST—Repeat No. 2.

SPRAYING ALL THESE PLANTS is almost as important as feeding. Just stick to a simple, non-poisonous utility product like G&O PLANT SPRAY (page 27) that kills about every bug and type of scale ever infesting a garden of flowers, vegetables, shrubs, etc. When Black Spot, Blight, Mildew, Rust, etc., comes along, add either Wettable or Dusting Sulphur and you've done a perfect job, 9 out of 10 times. (See page 14).

2 lbs.@	\$.69 (enough for 4 plants)		
5 lbs.@	\$ 1.19	10 lbs.@	\$ 1.84
25 lbs.@	\$ 3.89	*100 lbs.@	\$ 11.49

EVERGREENS— TREES—SHRUBS & ORNAMENTALS— FOOD



It's very satisfying to see how this group of plants respond when they are regularly fed and probably 90% of such ornamentals never get a single feed after they are planted.

This is unfortunate because a generous feed now and then changes the whole look of not only the fed plant itself but its general surrounding. You can stand off 100 feet and see an improvement hardly believable, and especially if the food is high in organics like Blood, Bone, Fish, etc.

Our formula contains 9% of Nitrogen, 7% Phosphorus, and 3% of Actual Potash and on every package we give directions and amounts to use in both the post hole and the trench system of feeding.

Nearly every property today has an expensive planting of Nursery Stock. Why let them starve after planting?

WON'T YOU TRY IT THIS YEAR ON AN EVERGREEN THAT YOU KNOW ISN'T NOW DOING TOO WELL?

Post Hole System of Feeding: While preferred by many, is, in our opinion, less desirable than the Trench System of Feeding and especially where it is practical to remove turf, lawn or flower beds temporarily. The post hole system is simply one of making holes with a crowbar or a 3' piece of 2" x 4" lumber (pointed) every 3' in a circle around the tree and at the length of the lower branches. If the branches of a tree are about even all around the trunk and 10' long then use the trunk as the center and make the post hole circle 10' away and around the tree. Make the holes 18" to 24" deep. Use 2 to 3 lbs. of our Tree Food to each hole for every inch of diameter of the tree, taking the trunk diameter measurement at a point 5 feet from the ground.



PRICES

5 lbs.@ \$1.19	10 lbs.@ \$1.84
25 lbs.@ \$3.89	*100 lbs.@ \$11.49

*(Prepaid within 500 miles)

Special TOMATO 3-12-13 FOOD



If you think these other plants are "Fussy" eaters of specialty foods—put the lowly but most popular garden fruit, the tomato, down as a gluttonous crank for phosphorus and potash. Read how we even surpass that need and produce "The Impossible" yield.

Did you know? That tomatoes are grown in EVERY county of the U. S. and that California is the biggest producer, with over 125 thousand acres, then Texas with over 80 thousand, Indiana third with over 60 thousand. Maryland and New Jersey almost tie for fourth place with 50 thousand. There's hardly a state in the Union with less than 10 thousand acres.

This popularity started our research for the BEST food. It's a long story, but each test proved that the tomato is a ravenous "eater" of PHOSPHORUS AND POTASH, with contentment at 12% and 13%, respectively. We balanced off the Nitrogen with a combination of quick-acting and a "5 week feeding" Organic. That formula has so amazed "top" growers as well as every amateur that we hope you will not lay aside this F.S.B. without TRYING a formula that will permit you to set out one-third or one-half of the usual number of plants and still wind up with as many or more of bigger and cleaner skin solid fruit.

Note that we are even packing a two (2) lb. size for the real small gardener with 4-6 plants for 3 feedings. A "revelation" formula like this should be available to all. Full directions on every package. Never deteriorates or unduly cakes or freezes, which is generally true of all G&O specialty foods which are cured for a long time.

When stems are slender, fibrous, and hard, purple color is present, roots stunted and fruit sets late, it could be due to a shortage of Phosphorus.

If plants grow slowly, leaves get crinkly, color is grayish or yellowish and fruit ripens unevenly, look for a deficiency in Potash.

It doesn't make any difference what kind or how much fertilizer you have already bought and used in setting out your tomato plants. What those plants need during July is a small handful of this 3-12-13 Tomato Food in a 2" deep furrow around the stalk and 4" from it and a big drink of water. Another same dose the middle of August is still better.

2 lbs. (4-6 plants, 3 feedings).....@	\$.69
5 lbs. (10-16 plants, 3 feedings).....@	\$ 1.29
10 lbs.@	\$ 2.09
25 lbs.@	\$ 4.49
*100 lbs.@	\$ 12.79

IF NOT ALL-OUT • THEN A PART OF PLANTINGS IN ORGANICS.



ANTI-BEETLE



GRUB FORMULA No. 3

CONTAINING MORE

COLOR PRODUCING 20% SUPERPHOSPHATE

(THE MISSING PLANT FOOD IN NEARLY ALL SOILS)

WARNING: APRIL and MAY and again AUGUST-SEPTEMBER are the four months of the year to ponder well the destiny of a good lawn and the soil areas in which you intend to plant your Flowers and Vegetables. More money is spent by the average gardener for seeds, plants of every kind and labor than for any other four or five months of the year.

What's the use of it all if everything you do and every cent you spend is without any regard to the elimination of the MOST DESTRUCTIVE ENEMY in practically every state east of Ohio and north of South Carolina.

An enemy that is right now coiled up below frost (take a spade and test out four or five spots of your lawn) warming up to give your present lawn grass roots a "Crew Haircut" and emerge in June as a beetle. Before they emerge they eat grass roots for 3 months, leaving your lawn full of big and little dead brown patches that can't be reconditioned all season.

Now then—THERE'S NO NEED FOR ALL THIS UNLESS YOU WANT IT THUS AND HAVEN'T FAITH ENOUGH, IN ESTABLISHED PRACTICE, TO DO SOMETHING ABOUT IT DURING APRIL, MAY and even JUNE, but the earlier the control is used the better the results by far.

Think well before you walk up to a store counter this year and lay out \$10.00 to \$100.00 for seeds, fertilizer and plants until and unless you have eliminated EVERY CHANCE of losing most or all of the whole purchase. Don't assume that just because you can't dig up a lot of grubs on your own premises that the fellow next door, or in the next county, DOESN'T have a million to distribute in June only to fly onto and lay its eggs in your ground for a grass root spoilage all through August to cold weather again and then 30 times as much damage in the next Spring. There's no "scare" to all this. It's just what you have seen happen in all these eastern towns for years. It's been a case of having as many brown spots or as much dead grass area as good green grass.

We have 15 and 20 ton users of our Anti-Beetle Grub Formula No. 3 who report 100% control, so no new kinds of control chemicals can possibly better that record.

The simple way is so everlastingly right. We mix 7 lbs. of a 10% DDT Powder with 18 lbs. of acid-free Superphosphate, making a 25 lb. perfectly blended, free-flowing UNIT batch that can easily and evenly be spread by hand or cart spreader over 1000 sq. ft.

Therefore, our New and Improved DDT ANTI-BEETLE FORMULA No. 3 not only contains 16 2/3% MORE DDT but the equivalent of nearly 15% of Phosphoric Acid in a mixed Fertilizer. Observe the greener, healthier color of your grass wherever used. Two distinct advantages over any Grub-Proofers ever made—the sure kill and a healthier turf during and for months after the treatment.

GOOD BUYING FACTS WITH ALL GRUB-PROOFERS

- (1) Look for the printed analysis on the package.
- (2) When we MIX 7 lbs. of a powder having 10% DDT with 18 lbs. of Superphosphate, making a 25 lb. unit batch for 1000 sq. ft. of generous, uniform coverage, you KNOW you get MORE DDT PLUS twice the amount of phosphoric acid found in MANY fertilizer grass formulas selling as high as \$8.50 per 100 lbs.
- (3) That G&O Anti-Beetle GRUB FORMULA can be safely applied AT THE SAME TIME as the new seeding is done, although a lapse of 3 days after Grub-Proofing with an intervening rain or hosing is better before seeding down.
- (4) Non-poisonous and safe to host animals.

PRICES—Please Remit with Order

No C.O.D.'s Please

*Prepaid via	10 lb. pkg. (small 20'x20' lawn)	@	\$2.19
Express or Freight	25 lb. pkg. (for 1000 sq. ft.)	@	\$4.98
within 500 miles	50 lb. pkg. (for 2000 sq. ft.)	@	\$8.98
of N. Y. City	*100 lb. pkg. (Express) (for 4000 sq. ft.)	@	\$14.98

RAW MATERIALS

Desirous of helping many gardeners who like to do some special kind of feeding with an excess of this and that, we list the principal fertilizer ingredients that supply Nitrogen, Phosphorus, and Potash and pack them in small to medium large packages to meet the demand for the "little," average and even the large size gardener because a little of these raw materials goes a long way.

COTTONSEED MEAL

So many calls came in last year for this organic with almost 7% of Nitrogen and 3% Phosphorus that we decided to help you get it. Not one store in 500 sells it. Wonderful for acid-loving plants and also for broadcasting on lawns in the Spring, 3 lbs. to 100 sq. ft.

PRICES

5 lbs. @ \$1.69 10 lbs. @ \$2.89 25 lbs. @ \$6.29

BONE MEAL (Steamed)

Represents a durable, natural fertilizer, furnishing a steady source of plant food gradually becoming available by decomposition over a period of 2 to 3 years.

When making a new lawn, use plenty of Bone Meal (5 lbs. to 100 sq. ft.).

The most concentrated food eaten by an animal goes into bone structure, so consequently Ground Bone should be and is infinitely better than the waste manure of the animal and is the last word in safety and lasting effect. Nothing better for Fall bulb planting.



PRICES

2 lbs.@ \$.59	25 lbs.@ \$3.89
5 lbs.@ \$.98	50 lbs.@ \$6.98
10 lbs.@ \$1.79	*100 lbs.@ \$9.98

SULPHATE of AMMONIA

SULPHATE OF AMMONIA. This is another nitrogenous product containing 20% or 20 lbs. of actual Nitrogen to 100 lbs. of the material. A little slower acting than Nitrate of Soda and also lasts a little longer. Both Nitrate of Soda and Sulphate of Ammonia can be dissolved in water for the purpose of making liquid applications.

Its continued use on the same soil creates acidity which is desirable for Bent Grasses but not Blue Grass or Fescue lawns. Also does a good job in controlling lawn weeds at rate of 5 lbs. to 1000 sq. ft. and watered in.

PRICES

5 lbs. @ \$1.09, 10 lbs. @ \$1.79, 25 lbs. @ \$3.98

MURIATE of POTASH

MURIATE OF POTASH is just a Potash salt containing as high as 60% actual and soluble Potash and we all know that Potash in available form is the thing that prevents disease and builds a sturdy root system and plant. Whenever Potash is omitted in a fertilizer formula or none is available in the ground, you can certainly expect to find poor growing results. "You gotta have Potash."

PRICES

5 lbs. @ \$1.09
10 lbs. @ \$1.79
25 lbs. @ \$3.98

NITRATE of SODA

NITRATE OF SODA. This material supplies over 15% of Nitrogen and starts to work in the ground in about 10 days. Supplies the needed Nitrogen to give growth and also color but it doesn't last long enough. Nice to have a little around for boosting leafy vegetables like spinach, cabbage, rhubarb, asparagus, etc.

PRICES

5 lbs. @ \$1.09, 10 lbs. @ \$1.79, 25 lbs. @ \$3.98

ALUMINUM SULPHATE for ACID SOILS

ALUMINUM SULPHATE may be used to make alkaline and neutral soils ACID, thus favoring the development of satisfactory soil for blueberries, cranberries, azaleas, camellias, and a lot of specialty plants that thrive on "bog" or acid type of soil. A pound of ALUMINUM SULPHATE applied to a square yard of neutral or alkaline soil and washed into the ground is a fair dosage although we even recommend more. A good dose is 5 lbs. per 100 square feet. On an average medium light silt loam, it takes about 5 lbs. to 100 square feet to bring the reaction down from pH 8 to pH 7 and it takes about two weeks for this reaction. Nine lbs. would be needed to bring it down to pH 6 and about 14 lbs. down to less than 5.5.

As a Japanese Beetle repellent spray, take about 1 oz. of ALUMINUM SULPHATE and 8 oz. of regular Hydrated Lime and mix the two in a gallon of water. If you would rather use this as dust, then just mix the first two together and in the morning when the dew is on the plants, make the dusting. The Beetles do not like the white coated foliage or the taste of the ALUMINUM SULPHATE, which technically is alum.

SEE OUR Package for the most and all inclusive directions on this material, ever given in label directions.

PRICES

1 lb. @ \$.49, 5 lbs. @ \$1.09, 10 lbs. @ \$1.79
25 lbs. @ \$3.69

TOBACCO POWDER

Fine 100 Mesh

"ROSES & TOBACCO POWDER"

We must repeat this because it is fundamentally important

The Best Rose Stock and the best Food won't always produce the best blooms UNLESS you get a good, non-baking, slightly moist, friable soil. Work our 100 mesh TOBACCO POWDER into the soil and around each bush. A glassful now, in June and again July. Work all your grass clippings in during the summer. The expense won't amount to 5c a bush. The soil becomes beautifully porous and the Tobacco Powder (not the coarse) kills the root maggots and wire worms. Tobacco Powder is great for lawns, around all plants and in vegetable gardens. Swell for composting.

Keep some Tobacco Powder on hand.
Use in soil or as a dust.

PRICES

1 lb. @ \$.49 10 lbs. @ \$1.79
5 lbs. @ \$1.09 25 lbs. @ \$3.79
*100 lbs. @ \$9.79

(* Within 500 Miles)

PURE RAW BONE

The difference between STEAMED BONE and RAW BONE is that the former is boiled or steamed under pressure which dissolves out the glue, gelatine, etc., and leaves behind the Calcium Phosphate. Raw Bone has almost twice as much available Nitrogen as Steamed Bone and lasts four times as long in the ground, feeding constantly.

PRICES

10 lbs. @ \$2.29
25 lbs. @ \$4.49
*100 lbs. @ \$11.98

SHEEP & GUANO MANURE

Note the new branding of our old brand of SHEEP MANURE. There never has been, in our opinion Pure Sheep Manure, as such. In fact, it has always contained about 95% of straw. The collecting pens may have a mixture of Bird, Turkey, Steer and even Horse Manure on alternate days. Our analysis is in excess of many other branded Sheep Manures but why represent it as Straight Sheep when such isn't even available commercially.

Our fluffy Sheep and Guano Manure mixed one (1) part to twelve (12) parts of top soil makes a nice friable potting soil.

PRICES

2 lbs. @ \$.49 10 lbs. @ \$1.49
5 lbs. @ \$.89 25 lbs. @ \$2.98
50 lbs. @ \$5.29

SUPERPHOSPHATE 20%

SUPERPHOSPHATE is the important element that produces color whether in a blade of grass or a petal of a rose and it is low enough in price for every gardener to use a little extra and even mixed with whatever fertilizer might have been purchased. In fact, it would be mighty good practice to take 25 lbs. of ordinary mixed fertilizer and then add 5 lbs. of this 20% SUPERPHOSPHATE, mixing it up well. It may take a little extra trouble but it would show results.

PRICES

5 lbs. @ \$.79, 10 lbs. @ \$1.39, 25 lbs. @ \$2.89

RELY ON BUILDING BETTER TEXTURED & DRAINAGE SOIL

NOW comes your first real chance to KNOW THE TRUTH about most of these WATER SOLUBLE Plant Foods or the kind that FEED THROUGH THE FOLIAGE AS WELL AS THE ROOTS.

Wund-O-Best

With

16% NITROGEN

20% PHOSPHORUS

16% ACTUAL POTASH

Feeds through roots & foliage

Wund-O-Best

is a light yellow colored CRYSTALLINE product about the consistency of epsom salts. It contains a higher analysis of 16% Nitrogen, 20% Phosphorus and 16% Potash.

It dissolves in water (without leaving a trace of sediment) as fast as salt and even faster.

Wund-O-Best

is perfectly balanced and above all it is sanely priced and in fact 5 POUNDS sells for even LESS than 3 POUNDS of most competitive products having an analysis of about 1/3 less than WUND-O-BEST.

PACKING—We pack these kind of hygroscopic, moisture absorptive products in an all-tin can with a friction lid so the package can be resealed and contents kept in the best condition. This is a pretty expensive package but nothing compared to the loss of contents.

A Measuring Spoon in Every Package and Full Directions

Mixing **Wund-O-Best** With

Insecticides—Fungicides

To every gallon of diluted and ready to use liquid BUG and BLIGHT sprays, add one (1) level tablespoonful of WUND-O-BEST. A good suggestion here is to first dissolve the WUND-O-BEST in a glassful of water and then combine with diluted insecticide. This combination is good practice for results and labor-saving.

SALIENT FEATURES OF WUND-O-BEST

- (1) Goes to work within a half hour in feeding Nitrogen and Phosphorus to foliage and within two hours of complete SOIL feeding to:

Roses	Hedges	Berries	Perennials	Evergreens
Fruits	Annuals	All Flowers	Lawn Turf	Rhododendron
Vegetables	Shrubs	Azaleas	House Plants	ETC. — ETC.
- (2) Safe. Cannot burn when used as directed.
- (3) Non-poisonous, odorless, harmless to skin and clothes.
- (4) Low Cost: Dissolve a heaping tablespoonful in a gallon of water and then use a sprayer, hose feeder or better still, a regular garden sprinkling can as an applicator. It only takes one pound of WUND-O-BEST to about 33 gallons of water (weighing about 275 lbs.) to cover nearly 1500 square feet of lawn area. That's economy—plus. A teaspoonful of WUND-O-BEST to a quart of water for indoor plants is an old stand-by.

1 lb. Package*@ \$1.25

5 lb. Package*@ \$3.25 25 lb. Package@ \$13.00

10 lb. Package*@ \$5.85 50 lb. Package@ \$24.00

*Package contains a measuring spoon.

AND FOR 35c we are going to help you know the story just as though you had spent \$350.00. More about this below.

HERE'S THE 35 CENT OFFER. YOU WON'T FIND IT IN OUR ORDER FORM

Send us 35c. We will send you postpaid to anywhere in U.S.A. our regular 50c (plus postage) TEST PROOF package of 5 ounces of WUND-O-BEST that makes 8 gallons of concentrated ready to use solution.

One level teaspoonful of WUND-O-BEST to one (1) quart of water is enough to treat 36 to 48—6" pots of house plants including African Violets—FOR A WHOLE YEAR.

Every order of this kind is a dead loss for us to fill. That should be obvious. BUT YOU ARE ENTITLED TO PROOF and we want to share in its cost.

This business of paying five times what a thing is worth must stop sometime.

ROSE

Insecticide - Fungicide DUST OR SPRAY



FOR A MILLION DOLLARS
YOU COULDN'T BUY BETTER
ROSE PROTECTION.

EVER SEE ONE PRODUCT DO SO MUCH?

**WE GUARANTEE CONTROL OR MONEY
UNCONDITIONALLY REFUNDED.**

APHIDS SAWFLY FLEA BEETLE TENT CATER- PILLAR PHLOX BUG MILDEW BLIGHT	RED SPIDERS ROSE CHAFER "JAP" BEETLE FALL WEBWORM TARNISHED BUG BLACK SPOT ANTHRACNOSE	ROSE SLUGS WHITE FLY BLISTER BEETLE GLADIOLUS THRIP CABBAGE LOOPERS LEAF SPOTS RUST
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ETC. ETC.

—ON—

ROSES "MUMS" VIOLETS ZINNIAS TULIPS PETUNIAS	COSMOS "GLADS" PANSIES PEONIES GERANIUMS HOLLYHOCKS	ASTERS PEAS PHLOX DAHLIAS MARIGOLDS NASTURTIUMS ETC.
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ETC.

SEE LABEL DIRECTIONS

WORLD'S BEST ANALYSIS FOR ROSES

ACTIVE INGREDIENTS	
Dichloro diphenyl trichloroethane, DDT	5.00%
Ferbam (Ferric dimethyl dithiocarbamate)	7.00%
Rotenone	0.75%
Other Cube Resins	1.50%
Gamma Isomer of Benzene Hexachloride (From Lindane)	0.50%
Sulphur	20.00%
INERT INGREDIENTS	65.25%
	100.00%

FUNGICIDE DIRECTIONS

POWDERY MILDEW, LEAF SPOTS, RUST, BLIGHT, BLACK SPOT, ANTHRACNOSE attack Roses, Chrysanthemums, Asters, Cosmos, Phlox, Snapdragons and many other plants. Begin dusting or spraying as soon as the first leaves are out, or as soon as disease is detected, and repeat once a week, or more often in wet weather, throughout the season. Keep new growth covered. A light application, frequently applied, is preferable. For powdery Mildew on Dahlias, begin treatment the latter part of August and repeat at weekly intervals.

1 lb. Dusting Top Canister@ \$1.39

5 lb. Bag@ \$4.98

TOMATO-POTATO (Insecticide - Fungicide) DUST OR SPRAY

"WE
COVER
THE



TOMATO
FRONT"

There are certain times during the growing season when the right kind of a dust or spray is necessary to use on tomatoes, potatoes, cucumbers, squash, pumpkins, melons, etc., so that quick and almost spectacular results are obtainable. It doesn't take long for Mildew, Blight, and similar fungus diseases to "take hold" on these kind of vegetables and particularly tomatoes and potatoes.

The purpose of a good Tomato Dust is to immediately control the flea beetle, tomato horn worm, fruit worm, potato bug, cucumber beetles, melon worm, etc., because a slow acting insecticide permits greater damage to be done and then all kind of plants are in such weak conditions as to make fungus attack like Mildew and Blight just that much worse and harder to control.

With our kind of dust it means that when you go after the bugs, you are also making the right application of Metallic Copper and for that reason our Tomato Dust contains 10% to 15% more Copper than many competitive and branded products. You should dust or spray for Blight and other fungus troubles affecting tomatoes seven times.

As in the case of Rose Dust we pack our Tomato Dust in the 1 lb. perforated top canister and then also in the 5 lb. package for the gardener who has from 75 to 150 plants.

PRICES

1 lb. Canister (enough for 15 plants— 4 times)	@ \$.98
5 lb. Pkg.	@ \$2.59
25 lb. (5-5 lb. Pkgs.)	@ \$10.79

TOMATO STAKING ROD (METAL)

Keep 'Em
"Jacked" Up

Our new 44" net high steel green enameled 1/4" dia. ROD has been the "pet buy" for Tomato staking.

One ROD to a bush. Stick 8" into ground at an angle away from bush and preferably at south side (less winds from that direction). Then, using binder or other twine, tie bush to ROD thru the "eye loops." One user said "I staked 100 that way, went off for a Maine vacation, came back and despite two good interim storms they hadn't dropped an inch." They last 5-10 years.

You couldn't buy second hand "one time" wood slats without the loops for double such prices. Just as good for peonies, "Delphiniums," "Mums" or anything bushy and tall. Hardly visible but they support like a fence post. If you want real prize "Toemats" keep 'em off the ground for air circulation, say nothing about worms, snails, slime and rot.

PRICES

1/2 dozen	@ \$1.59
1 dozen	@ \$2.89
3 dozen	@ \$7.98
6 dozen	@ \$14.89



KEEP "EM" OFF
THE GROUND

DORMANT MISCIBLE OIL SPRAY

First
Comes Spring
Clean-up in
March & April
with 



For Dormant and delayed spraying to control San Jose Scale, European Red Mite, Cottony Peach Scale, Green Apple or Grain Aphis, Red Bug, Rosy Apple Aphis, etc. Oystershell and Terrapin Scale, Pear Pyslla, Leaf Roller, Elm Scale, Spruce Gall, Euonymus Scale, Scurfy Scale, Cottony Maple Scale, Tent Caterpillar, Tulip Scale, Juniper Scale, etc. Dilutes about 1 to 25 parts water.

Cleans up Peach Leaf Curl, Pear Thrips, Bud Moth and Case Bearer. G&O Dormant Miscible Oil Spray makes vigorous trees, nursery stock and ornamentals. Simple to use. Practically odorless. Mixes with hard or soft water. Leaves no stain on foliage. Non-poisonous.

Free flowing of most desirable viscosity. None better at any price. Steady trade every year supplied to U. S. Government in quantity for large operations.

PRICES

One Pine.....@ \$.74	One Quart.....@ \$.98
One Gallon @ \$2.39	5 Gal. Drum @ \$9.79

WE PREPAY ALL
SHIPPING CHARGES
RIGHT TO YOUR DOOR

OH YES & DON'T FORGET—WE PREPAY ALL SHIPPING CHARGES

LIME SULPHUR SOLUTION



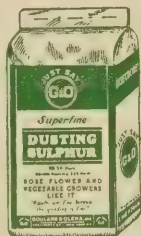
ALWAYS AN OLD-TIME FAVORITE

As a concentrated product from us, you dilute one part to 7 parts of water as a dormant Jan.-Mar. application and 1 part to 49 parts for the Summer Spray. Wonderful for control of Hard Shelled Scale Insects, Leaf Blister Mite, San Jose Scale and Peach Leaf Curl. Follow directions on package. Also for Apple Scab, Sooty Blotch and Fly Specks.

Quart @ \$.89 Gal. Can @ \$1.98
5 Gal. Drum @ \$7.98

DUSTING SULPHUR

A superfine dusting sulphur of practically micron sized particles of the sulphur. This particular and costly type of grinding gets the sulphur right into the plant pores for the control of Mildew, Black Spot and other fungous growth encountered in the cultivation of Flowers, Garden Crops, Shrubs and Evergreens. Rose growers get prize results by using Sulphur in dust form which is so easy to apply.



DUSTING SULPHUR is also often used at the broadcast rate of one pound to 400 sq. ft. of soil area to correct an excess of alkalinity in the soil. An excess of alkaline can be as bad, in soil, as an excess of acid.

1 Pound @ \$.59 ea. 5 Pounds @ \$1.39 ea.

WETTABLE SULPHUR



An extremely fine grind of Sulphur mixed with a wetting agent to insure the best spraying results when mixed with water. Can be used in combination with Arsenate of Lead, Bordeaux Extracts, Rotenone, Pyrethrum, Plant Spray (Page 27).

WETTABLE SULPHUR is used at the rate of one level tablespoonful to a quart of water for control of Scab, Brown Rot, and Curculio. Especially good for killing Red Spider on Evergreens. Powdery Mildew on Chrysanthemums, Rust on Roses, Peas, Beans, and Shrubs.

Add 2 tablespoonfuls of Wetable Sulphur to a gallon of diluted LIME SULPHUR (Page 27). Stir up, fill sprayer. Bugs and Fungi are destroyed in ONE DOSE. So easy and so inexpensive.

1 Pound @ \$.59 ea. 5 Pounds @ \$1.39 ea.

40% NICOTINE SULPHATE

The standard effective contact spray for sucking insects and even some types of chewing insects. With some pride, we can announce that our product enjoyed first place in analytical rating by the N. J. Experiment Station (Bulletin 556).

Controls Codling Moth in combination with G&O Miscible Oil Spray at the rate of 1/1500 of the former to 1% of the latter.

Excellent for painting chicken roosts and delousing poultry flocks.

Also a good dosage for Red Spider and Crawling young scale.

Dilution: 1 1/4 teaspoonful to a gallon of water.



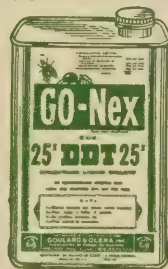
PRICES

One Ounce Bottle@ \$.49

Five Ounce Bottle@ \$1.29

GO-NEX - 25% DDT

DDT is today's SURE, QUICK, 100% acknowledged "Jap" Beetle Killer, with no "regrets" of any kind. Our GO-NEX/25% DDT LIQUID EMULSION CONCENTRATE requires as little as one teaspoonful of this milky white solution to a quart of water in a sprayer and "Bingo"—immediate paralysis, no more chewing and then death.



Remember — GO-NEX/25% DDT is just as good for killing Potato and Flea Beetles. Wonderful vs. Rose Bugs, Cabbage Insects and as tick bath for dogs, etc. Contains no oil to cause burning. Water mix like milk.

PRICES

Pint Size (ample for small yard).....@ \$1.09

Quart Size (ample for med. yard)....@ \$1.69

Gallon Size (ample for large yard)..@ \$5.39

"JUMBO" SIX FT.-3 TIE DAHLIA STAKE

FOR

Dahlias, Gladiolas, Young Fruit Trees, Vines, Pole Beans, Giant Peas and a score of other needs



Made of rugged hardwood with 3 (1/4") holes to regulate respective heights of tall growing Flowers, Vegetables, Plants and Vines. This is a very important feature because patented paper, wire and other ties can be used in these holes and thus avoid having these ties loosen up, work down and strip foliage or cut into stems or stalks. It is strictly a quality stake and not intended to compete with a soft wood stick or a lath. Painted green.

WE PREPAY ALL SHIPPING CHARGES RIGHT TO YOUR DOOR

For Bundle of 6@ \$1.79

For Bundle of 12@ \$3.49 per doz.

For Bundle of 24@ \$3.39 per doz.

*For Bundle of 72 and up...@ \$2.89 per doz.

*Via Express or Freight—See page 22

Each stake weighs about 1 1/4 lbs.

CRABGRASS, POISON IVY, RAGWEED & ALL WEEDS, *Clinic*

CRABGRASS



KILLER

SODIUM CHLORATE BASE

**This is a MAY-JUNE-JULY (3 Time) Eradicator Treatment—
OTHERWISE—FORGET IT**

**“GUESS-WORK” has been eliminated by Laboratory and Field Work
Chemical Treatment, Where Crab-Grass Is Prolific Is the Only Practical
Method of Control.**

Extensive, convincing experimental work by the Greens Section of the U. S. Golf Ass'n has determined the basis of G&O CRABGRASS KILLER.

Formula containing Sodium Arsenite or Arsenate are too dangerous and poisonous for general use on home lawns.

This KILLER is scientific and practical in its action, non-toxic to soil, does not hinder germination of grass seed, does not affect the action of fertilizers and is definite in its action on Crabgrass, Dandelions, Thistle, Plantain, Bind and Chickweed, etc.

The effect of this KILLER will be noticeable in two days after application as the vegetation begins to turn grayish. Later the plants look a sickly white, then turn brown and curl up. Its killing action on CRABGRASS is by the disintegration of the protoplasm, preventing further production of food, CRABGRASS THEN STARVES TO DEATH.

INDIVIDUAL CRABGRASS PLANTS—Examine the lawn early (May or June in average climates north of Richmond, Va.) for their first appearance and if present drop a pinch of G&O CRABGRASS KILLER right into the center growth and very lightly

dust the whole plant but not the surrounding good grass.

“THREE TIME TREATMENT”

(1) **EARLY MAY**—When CRABGRASS seedling plants are in the two-leaf stage broadcast two (2) lbs. of G&O CRABGRASS KILLER (just as it comes in package) evenly over 100 square feet of infested area. This can be done by hand or through a kitchen flour sifter or a regular lawn fertilizer distributor.

(2) **EARLY JUNE**—Apply four (4) lbs. of G&O CRABGRASS KILLER over the same 100 square feet.

(3) **EARLY JULY**—Repeat the same dose as recommended for early June and over the same area of earth.

Slight temporary discoloration of the lawn or turf will follow each of the foregoing applications but the permanent grass will recover and, since G&O CRABGRASS KILLER contains (and this is most important) high inorganic Nitrogen and Phosphoric Acid, this recovery will be quicker and treated areas will show marked improvement over untreated areas.

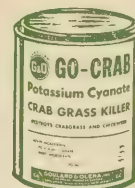
PRICES

5 lb. pkg. @ \$1.09 10 lb. pkg. @ \$1.79
(enough for 50 sq. ft. of lawn) (enough for 100 sq. ft. of lawn)

25 lb. pkg. @ \$3.89
(enough for 250 sq. ft. of lawn)

50 lb. DRUM @ \$6.69
(enough for 500 sq. ft. of lawn)

100 lb. DRUM (freight) @ \$9.89
(enough for 1,000 sq. ft. of lawn)



GO-CRAB

86% POTASSIUM CYANATE BASE

The “Selective” Kind.

Crab Grass (*Digitaria Sanguinalis*) is the meanest of all lawn weeds. An annual grass that creeps and roots at every joint so that it finally “mats out” any good lawn where it isn't controlled. It keeps right on propagating by its own reseeding so that one single plant produces thousands of seeds in one season. GO-CRAB is a formulation of Potassium Cyanate, which today is the accepted control of Crab Grass. Rather easy to apply in a liquid because it is entirely soluble in water and is, for general purposes, at this time considered as being non-poisonous to humans and animals, non-volatile and, therefore, cannot affect adjacent plant life which is untreated. GO-CRAB is selectively and exclusively considered as a Crab Grass killer. It will not sterilize the soil and even has some beneficial value in soil by reacting with it and causing a release of some of the fertilizing elements.

The big advantage of GO-CRAB is that it does kill the Crab Grass without hurting the other lawn grasses.

A temporary set-back of these other lawn grasses, though slight discoloration is naturally noticeable for a few days, but within 10-14 days the good grass recovers a normal appearance, including the clover, and the Crab Grass is wiped out. Feeding and reseeding lawns is certainly recommended after the destruction of Crab Grass so that the bare spots fill in and reproduce.

PLEASE ORDER EARLY

PRICES

4 oz. (treats 700-1400 sq. ft.) @ \$1.19
16 oz. (treats 2800-5600 sq. ft.) @ \$2.89
2 lbs. (treats 5600-11,200 sq. ft.) @ \$5.49

SUGGEST PRESERVING YOUR COPY AS DO COLLEGES, GARDEN CLUBS, EDITORS, ETC.

The 25 year growing popularity of this product entitles it to full page prominence. When single customers buy 6,600 gals. in the ONE YEAR, it must do a conspicuous WEED KILLING JOB for the least possible expense.



WEED & POISON IVY KILLER



"Name a Weed that it can't kill in half the time and at 1/3 to 1/10 of the expense

No need for the most inexperienced user to do the wrong thing or get into trouble with this simple—SAFE—time tested product. Just READ LABEL DIRECTIONS and then proceed with confidence. DON'T USE ON LAWNS or in GARDEN BEDS.

G&O TRIPLE STRENGTH WEED AND POISON IVY KILLER should be used in places of weedy infestation and no other place. Someone jokingly said "Your WEED & POISON IVY KILLER is so strong it even removed one of my fence posts." We feel that when 9 out of 10 Home Gardeners buy any Weed Killer, they have in mind killing a rank growth of POISON IVY, RAGWEED, driveway and sidewalk weeds, etc., around and in back of the property line or in those uncultivated spots where such growth gets a start. The places where the "kids of the neighborhood" gather and in three days wind up with an IVY or SUMAC rash. They want a "do it up quick" product at the lowest cost per diluted gallon (and that means less than 10c for a coverage of 40 square feet). A purchase of a so-called SELECTIVE \$4.00 to \$5.00 per quart product might be a total loss of effort and money.

KILLS

- PLANTAIN
 - THISTLE
 - JOHNSON GRASS
 - QUACK & CRABGRASS
 - MORNING GLORY
 - BURDOCK
 - DEVIL BUSH
 - SUMAC
 - DANDELIONS
 - MUSTARD
 - CHICK WEED
 - RAGWEED
 - BRIARS
 - NUT & WIRE GRASS
- ETC., ETC.

YOU KNOW an application of G&O Triple Action WEED & POISON IVY KILLER will "KILL 'EM ALL" or your PURCHASE PRICE IS REFUNDED.

Clean up a 10' x 80' Driveway, Gutter, Tennis Court or area of Poison Ivy, Sumac, Ground Oak, etc., with one (1) Gallon of this "KILLER, Inc." Please place your order very early. The real time to hit Poison Ivy is in April-May.

NON-INFLAMMABLE NON-CORROSIVE
NON-STAINING

Dilute one part of G&O Weed Killer in 40 parts of water, using an ordinary sprinkling can for the application. It won't sterilize soil, and how it kills all undesirable vegetation! It works at any time during the season, following the roots right down. No root, no weed, Treat POISON IVY before it leafs out and forms a mat; and don't forget Poison Ivy is the "Sandow of Weeds." So cut dilution in half. A quick, simple method for a treatment of POISON IVY is to put one pint of G&O MAGIC SPEED WEED Killer in a sprinkling can and then add 10 quarts of water. Stir up and saturate 100 square feet of infested earth area after raking out the dead leaves so that solution penetrates the damp earth. Do this early—the sooner the better!

PUBLIC SERVICE, OIL COMPANIES AND RAILWAY RIGHTS OF WAY, UNIVERSITIES, ETC., SPECIFY G&O. MOVES IN CARLOADS TO THOSE WHO INSIST ON FINAL RESULTS WITH ONE Dose. DOWN from the TOP and UP from the BOTTOM, THE WEED HASN'T GOT A CHANCE.

Pint Size (for 100 square feet)@ \$.69

Quart Size (for 200 square feet)@ \$1.09

Gallon Size (for 800 square feet)@ \$2.49



5-Gallon Size (for 4,000 sq. ft.) Via Express.....@ \$11.29

30-Gallon Size (for 24,000 square feet) Via Freight.....@ \$47.89

55-Gallon Size (for 44,000 square feet) Via Freight.....@ \$82.79

RABBIT REPELLENT

With Safety to All, Including the Rabbits

The practice of buying 2 to 16 ounces of so-called concentrates to treat even a little "ITSY BITSY" garden is impractical and mighty expensive. To do a good job with such, you would spend more than the whole garden cost.

Rabbits have become such a pest that whole vegetable-flower gardens have been entirely eaten up by them within a few days. Consequently the demand for a liberal sized, effective economical remedy is demanded in every garden growing area.



Contents of illustrated 5 lb. bag will treat 100 to 150 individual plants with a dose that counts for something or about 200 to 250 running feet of plant row (one side). NO SUCH VALUE EVER OFFERED BEFORE. Full directions for use on package.

PRICES

1 lb.@ \$.69
5 lb.@ \$1.98

P.D.B. TO KILL BORERS P.D.B.

Borers go through wour stages of growth, viz., the Egg, the Larvae (which is the Borer itself), the Pupa and the Adult or Moth, and there is only one generation a year.

Paradichlorobenzene (P. D. B.) is the recommended treatment. This is a white crystalline substance having an ether-like odor and vaporizing quickly in Summer temperatures. It produces fumes heavier than air which rapidly permeate the soil and the Borer tunnels in the tree.

HOW TO LOCATE BORERS IN THE TREES

While the mature Borer is about an inch long, yellowish white and with a dark reddish head with brownish hair arising from the tubicles. Hardly ever seen because they are inside of tree but can be located by the frass or gum found exuding from the trunk and branches.

PRICE 1½ lb. pkg.....@ \$1.29 Enough for Many Trees and Shrubs

Repellents

DOGS CATS RABBITS DEER SKUNKS SQUIRRELS GOPHERS TERMITES ETC.

TERMITINE

VS
TERMITES

TERMITINE is a gaseous liquid of Orthodichlorobenzene, 98% Cresylic Acid (not Creosote), 5% DDT. Pure Distilled Pine Oil, Carbonetrachloride, and Pentachlorophenol that is used for spraying beam terminals connecting with sills, all wood imbedded in earth, and cracked cement and also for pouring in 8" deep trenches around the house, adjacent to foundation (about a quart to 20-25 running feet). When trench is refilled the developed gas goes nest deep, thus forming a barrier difficult for termites to pass.

Furthermore—TERMITINE is priced just about 35% lower to give all Termite victims a "break." What's more, we give you analysis on pkg. (that's so important, especially in any kind of a chemical used for Termite control).

PRICES

Gallon Can (for spot treatment)....@ \$4.49
4—1 Gal. Cans (for bungalow size)..@ \$15.89

ANTI-DOG SPRAY

It's priced "down to earth." Over TWICE the quantity for almost HALF the price of competition.



This fact, plus its quality, makes it probably the country's leading seller in dog repellents.

Why pay about 80c for 3 ounces of some material when you can buy 8 ounces for 69c?

Doesn't seem to make sense, does it?



PROTECT Your Lovely and Expensive Evergreens — Shrubs Boxwood — Plants, Etc.

Keeps dogs, cats, deer, rabbits, etc., away from evergreens and ornamental trees. Non-inflammable and contains no free oil, 2 of the most desirable features of any Anti-Dog Spray. Also non-poisonous to pets or children. A valuable repellent without any objectionable features.

Also extremely effective when sprayed around Ash Cans or Garbage Pails and on Vegetable Barrels on display at store fronts and on corners of buildings, even on tops of running fences where cats like to walk.

PRICES

Half Pint@ \$.69
One Pint@ \$.94
One Quart@ \$1.49

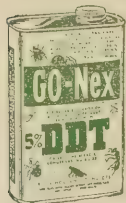
DRIED BLOOD Repellents

Many gardeners like this product to keep night prowlers away and especially DEER and RABBITS. G&O do the unusual again by making it available to you. Also use as fertilizer since it has 11% Nitrogen.

PRICES

5 lb. pkg.@ \$1.69
10 lb. pkg.@ \$2.79
25 lb. pkg.@ \$5.98

FOR YOUR GARDEN CLUB — WELCOME AS LONG AS SUPPLY LASTS



GO-NEX 5% D. D. T. Flies - Mosquitoes Gnats - Wasps

Also for Clothes Moths and Certain Other Moths, Carpet Beetles, Roaches, Water Bugs, Silver Fish, Ants, Spiders, "1000" Leggers, Bed Bugs, Fleas Infesting Premises.

Spray GO-NEX liberally (but not sufficient to run on walls and ceiling of rooms) so that flies come in direct contact with spray. Wipe surfaces with a clean dry rag to remove dust before spraying, otherwise spotting may occur. For better results close doors and windows during spraying operation. The residue from one thorough application remains effective for two months. Treat window and door screens liberally, using a brush or mop dipped in the spray once a month or more often if exposed to rain. Flies and mosquitoes alighting on them will be killed. Garbage pails and stagnant water should be sprayed repeatedly.

PRICES

Pint	@ \$.79
Quart	@ \$1.19
Gallon	@ \$3.19

Moth Deodorant Crystals (Perfumed)

100% Paradichlorobenzene with a dainty mild Rose-Lilac odor. Fine for sprinkling over floors and in closets, not only to kill moths but as a faint deodorant against Tobacco, Dog, Cat, Bathroom and Kitchen smells. Our crystals last a lot longer because they are bigger and nothing like the usual sizes found in stores.



PRICES

1½ lb. Package	@ \$1.39
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RID-O-SPOT

RID-O-SPOT removes spots, chewing gum, tar, grease, grime, soot, and oil without injuring heavy or fine fabrics. We really believe and will GUARANTEE that you will like RID-O-SPOT better than any type of cleaner you have ever used. It takes care of all of the heavy and fine fabrics and you will just love it for the way it cleans gloves, automobile upholstery, drapes, carpets, rugs, and upholstery. You can easily determine how much safer RID-O-SPOT is to use than many cleaners by dipping the end of a twisted piece of paper into RID-O-SPOT and then trying to ignite the wet end with a lighted match. Buy the gallon "family" size for immersing dresses, curtains, gloves, etc.

All the things that we say about RID-O-SPOT are so true that we guarantee every word without reservations of any kind OR MONEY BACK.

PRICES

½ Pint	@ \$.59	Quart	@ \$1.49
Pint	@ \$.98	Gallon	@ \$4.49

MOTH DEODORANT NUGGETS



These are unperfumed 100% Paradichlorobenzene about the size of a large raisin or hazel nut which means very slow and effective evaporation. Packed in re-sealable canisters. Put away your furs, suits, sweaters, dresses, etc., with assurance of no moth damage. Once used, always demanded.

PRICES

1½ lbs.	@ \$1.29
5 lbs.	@ \$2.89

MOTH DEODORANT COMPACTS



The same as our perfumed crystals except they are power pressed into discs about 2½" wide and 1" thick, then cellophane wrapped and 12 such compacts packed into a cylinder or tube to eliminate evaporation. Fine to put in bureau drawers, trunks, chests, closets, and on shelf in Bathrooms, Kitchens, etc. Good for sick rooms because the mild, refined aroma is not overpowering like so many of these sort of products. Not mixed with Naphthalene flakes to reduce the price. It's 100% pure volatile material.

PRICE

Tube of 12 Compacts.....	@ \$2.89
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Made with Pure Pine Oil
for General Household Use

Forms a White Emulsion When Mixed with Water

"DEBBIE" Says:

"Honestly, I'm so clean after a bath of DEBBETANT that I'm not fit company for the society of dogs. What's more, it gives me that 'come hither' alluring perfume of pine."

Non-irritating and non-corrosive
Does not injure body tissues



DEBBIE

PRICE

Half Pint	@ \$.69
-----------------	----------

AT THIS POINT

Maybe you are a bit weary with one kind or class of reading. So let's take a "Station Break" for something different and yet another kind of information all GARDENERS can well use to advantage.

However DON'T STOP HERE because the few remaining pages and another ten minutes can make you the model and "cum laude" grower of your neighborhood.

Certainly you will want further FACTS about GRASS SEED. More millions of dollars have been wasted on inferior Lawn Grass Seed than will ever be known. Year after year the "LAWN SEED FOLLIES" plays to a capacity audience.

AND OH! THESE METAL NECESSITIES are just "What the gardener ordered." We make so many (and probably the only such manufacturers

in the field) that we annually buy hundreds of tons of steel and it is the only division of our business that requires double shifts on "out of season" garden merchandise.

Naturally we work double time on Plant Foods, Insecticides, etc., during the season (Nov. to July) but we hardly keep abreast on METALS during the whole year and this year our production of the new GOU-LARD'S Rose and Vine TRELLIS will really crowd us. Read about it on page 24. A brand new product and yet one single order for 1000 while in the blueprint stage.

The answer—Enameled sturdy steel outlasts wood 10 to 1 everytime and almost in any direction of use.

PLANTING INSTRUCTIONS

All trees and plants should be set in holes sufficiently large to accommodate the roots without decided bending. The plants should be set in good rich soil and the earth must be firmed well about the roots as the plant is being set.

For best results all plants should be trimmed back severely at planting time. All broken parts of roots and branches should be removed with a sharp knife or shears.

ROSES

All classes of Roses should be pruned severely at time of planting. For best results plant in full sunlight.

Everblooming and Hybrid Perpetual Roses—Plant 2 to 3 feet apart each way, placing them a little deeper than they stood in the Nursery Row, as indicated by soil marks on the bark. Trim back to about 8 inches of the ground at planting time.

Climbing Roses should be trimmed back to within about 15 or 18 inches of the ground, and planted about 6 or 8 feet apart.

HARDY PERENNIALS

Most varieties do best when planted in the full sunlight, excepting *Lily of the Valley*, which does best in partial shade. *Hollyhocks, Hibiscus and Peonies* should be planted 2 feet apart, while *Iris, Lily of the Valley, Piblox* and most other varieties should be set about 18 inches apart.

HARDY VINES

Trim all varieties of Vines back to within six inches of the ground at planting time, excepting *Wisterias*, which need not be trimmed so severely.

SHRUBS

At planting time trim *Buddleyas* and *Hydrangeas* down to within about 12 inches of the ground; other varieties should not be trimmed so severely, about one-third their length is all that is necessary. After the Shrubs have bloomed each season, they should be trimmed severely.

HEDGE PLANTS

PRIVET—Plant 6 to 8 inches apart in a single row, setting the plants good and deep. Trim back immediately after planting to within 6 inches of the ground.

BARBERRY—Set the plants 12 to 15 inches apart in a single row. Trim but slightly.

FRUIT TREES

Trim back about 6 inches of the limb growth. As the earth is being placed about the roots, tramp same firmly with the feet, so that there will be no possible chance of air being left about the roots. Leave about 2 inches of loose soil on the surface. *APPLE* and *CHERRY* trees should be planted about 25 feet apart. *PEACH* and *PLUM* trees 18 feet apart. *PEAR* trees about 20 feet apart.

SMALL FRUITS

GRAPES—Set about 8 feet apart, and trim back to within two or three eyes of the ground at planting time. For best results all lateral growth should be trimmed each winter (during February) to within two buds of the main cane, this pruning being done when there is no frost in the vines.

RASPBERRIES and BLACKBERRIES—Trim back to within 6 or 8 inches of the ground at planting time. Plant in rows about 3 feet apart, with the rows 5 to 6 feet apart. Summer pruning should be practiced, all terminal growths being pinched back after they have attained a height of 3 feet. This treatment will cause the plant to emit lateral growths, on which the following years fruit will be produced.

CURRENTS and GOOSEBERRIES—Plant in rows 4 feet apart, with the plants 3 feet apart in the rows. Trim back severely at planting time. This class of stock gives best results when planted in partial shade, and is greatly benefited by a winter mulch.

STRAWBERRIES—For the family garden we recommend hill culture; plant in rows 2 feet apart with the plants about a foot apart in the row, removing all runners as they appear. If to be grown in matted rows, plant in rows 3 feet apart with the plants one foot apart in the rows. For field culture, plant in rows three and a half feet apart, with the plants one foot apart in the row.

RHUBARB—Set in rows 4 feet apart, with the roots 3 feet apart in the row.

ASPARAGUS—In garden planting, the roots should be set from 1 to 2 feet apart in rows 3 feet apart. Plant in furrows 6 or 8 inches deep, but at planting time cover with only about 3 inches of soil, filling in the trench as the plants increase in height.

PRUNING

Just a word about Pruning which we must consider as a team-mate of spraying. Obviously we cannot here cover the detailed points of Pruning. We can say, however, a helpful word.

Careful pruning in the Winter or very early Spring will make Spraying more effective, as the eggs or cocoons of many insects can be destroyed, such as the fruit Moths that are responsible for eggs and worms in Summer. By cutting out dead limbs and opening up the centers of trees, bushes and shrubbery, light and air get in and make it difficult for fungi and insects to develop.

In pruning a fruit tree, make two cuts. The first underneath the limb 8 inches to 12 inches out from the tree, cutting in until the saw binds to prevent the bark stripping when the limb falls.

The second cut to remove the limb is on top and is made as close to the trunk or limb as possible. If big limbs are being cut off leave a foot or more of stump on the first cutting as otherwise the falling limb might strip off unnecessary bark.

Limbs should finally be cut off close to trunk or limbs from which they branch so the bark can close over the cut and prevent decay which keeps eating back into the heart of the tree. A thick coat of a good tree or house roof paint over the wound is good at this point.

If two branches cross each other so as to wear or scrape get rid of the least important branch.

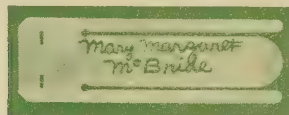
Remember that low headed trees with open centers require less spray material.

Girdled trees can be saved if bridge-grafting is done quickly.

Keep the general outline of a tree or ornamental in mind when pruning for symmetry.

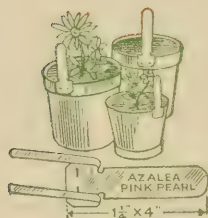
Fill holes in trees where limbs have rotted with cement after removing all the decayed wood and disinfecting the holes. Trees live much longer with this treatment.

While the above concerns general major tree operations with a saw or the larger pruning tools, the same suggestions apply with a pair of pruning shears. Always cut just above a bud or a fresh shoot.

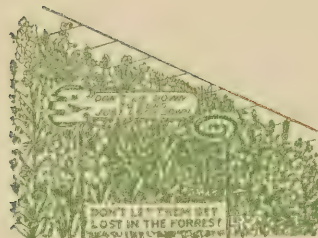


Spiral wrap expands with plant's growth.

ON THE TWIG



IN THE POT



IN PERENNIAL ROW

WHY NOT LABEL IN THE REAL AND LASTING WAY?

This is the most unique, serviceable and economical label the horticultural world has seen in a lifetime! You may doubt this until one trial. That's all! We guarantee 100% satisfaction or money refunded.

SAFE **DREAM** PLANT LABEL NEAT

WIDEST RANGE OF USE
DURABLE • READABLE

YES—You Can Have One FREE, Upon Request

PROCEEDING ON THE ASSUMPTION that any plant label that would entirely eliminate the hazard of girdled branches would be an improvement upon present devices, and if this were once achieved the other features could be added in due course. Thus the SPIRAL WRAP, as opposed to the customary closed loop, as the means to this end. This is the basic thought but not the only feature of the DREAM PLANT LABEL. Instead of having a tail extending from the end of the label (like Wood, Celluloid, Plastic and Paper), THE DREAM LABEL has two (2) strips (top and bottom) that are separated from the label portion by 3-inch long slots. When these strips are spirally wrapped (clockwise) around a stem, the label portion will be in FRONT of the stem and at right angles thereto, in a normal reading position.

Any label that (1) entirely eliminates the hazard of girdled branches, (2) takes and holds inscription for decades, (3) can be read at right angles to the plant, (4) always answers that quiz "what kind of Rose, Azalea, Rhodo, Dahlia, Tree or Shrub is this?" (5) is tidy and can't come off unless taken off, (6) has ingenious attachment non-girdling binders that EXPAND as the plant GROWS—seems just about the best chance Plant Life has had since the time of Adam and Eve to establish its ancestry and present identity.

EACH AND EVERY PACKAGE OF DREAM LABELS CONTAINS MORE THAN ENOUGH ETCHANT AND WRITING APPLICATOR. THERE'S A BIT OF ROMANCE BEHIND DREAM LABELS. WRITE FOR A FREE COPY.



PRICES

1. "KIT SIZE" \$.98
Contains 24 Labels, 1 oz. Bottle of Etchant and Applicator
2. "50 UNIT SIZE" \$1.59
Contains 50 Labels, 1 oz. Bottle of Etchant and Applicator
3. "100 UNIT SIZE" \$2.39
Contains 100 Labels, but No Etchant or Applicator
4. "1000 NURSERY SIZE" \$19.89
With 1000 Labels, 5 oz. Bottle Etchant and Applicator
5. "1 OZ. ETCHANT with APPLICATOR" \$.49
(a little goes a long, long way)

Protection FENCE RODS

The generous response we have received from gardeners on this item indicates that it undoubtedly fills a need. These fence rods are made of sturdy 1/4" steel, green enameled with two loops which will support wire, heavy clothes line and even rope. Eliminates the use of irregular slats, broom-handles, sticks, rags, etc.



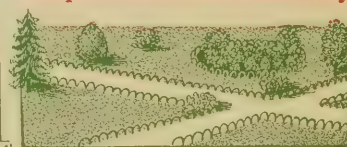
Sold at a price everyone can afford. Mighty handy for circling trees and ornamentals to keep dogs at a safe distance. Swell for "cradling" tomatoes, peonies and other bushy plants, especially with the 48" (overall) size. Many Garden Clubs asked for this practical and popular size for Tomatoes: Use 48" size, 10" deep for a 2 1/2'-4' plant. Dandy support.

PRICES

	1 Doz.	2 Doz.	3 Doz.	5 Doz.	6 Doz.
33" (overall)	\$2.39	\$4.49	\$6.69	\$10.39	\$11.89
48" (overall)	\$2.89	\$5.59	\$7.98	\$12.98	\$14.89

WICKET SHIELDS

Does a fine plant-protection job. Can be saved for many years. The pictures tell the whole story



Neat, orderly protection around LAWNS, SHRUBS, PLANTING BED, etc. Keeps human and animal traffic away. Sturdy, Green Enameled. No scratchy prongs or square corners to hurt anyone. Sturdy 1/4-inch diameter steel. Lowest priced wicket.

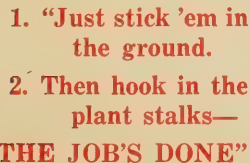
Twelve of these WICKETS, overlapped about 1" make a neat, practical, "Keep Off Please" Fence about 12 feet long.

PRICES

	1 Doz.	2 Doz.	3 Doz.	5 Doz.	*6 Doz.
	\$2.89	\$5.39	\$7.69	\$12.69	\$12.98

*NOTE—Here again is a saving of about 20%





**BEST
SELLING
PLANT SUP-
PORT IN
AMERICA**

PLANT METAL PROPS

ALL
GARDENERS
NEED
'EM

Metal • Permanent • Economical

Support those Delphiniums, "Glads," Dahlias, Perennials, Annuals, Roses, etc., with a sturdy almost invisible "spine" that won't let 'em down, come wind and rain. Some gardeners buy 4 and 6 gross at a time—and stores by the thousands.

It's nice to be able to say that these Props are listed in nearly 20 million catalogues. If nothing else, that's popularity—but to you, as a buyer, it might not be convincing enough . . .

So we appeal to you this year to TRY A DOZEN or so of the sizes you need. We make the unqualified statement that if you "don't swear by them" and declare them the best ever, you can return the purchase for full refund.

We will never fear embarrassment with that guarantee because for 16 years the same trade including Park Departments and Botanical Gardens keep multiplying their demands until we now use many carloads of coiled wire to make them and we do all the work right here in Skillman: (1) Straighten and Cut; (2) Form; (3) Paint; (4) Pack; (5) Ship in carloads from our own spur.

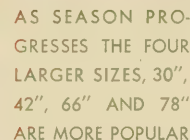
Because we do every step of this work ourselves with no outside "Bites," our low prices amaze other fabricators of steel and even surprise our customers. Example: the price of the 66-inch overall size is about 20 cents. You could hardly expect to pick up an old 66-inch rusty 1/4-inch diameter rod in a junk yard for 20 cents at today's price and scarcity of steel, say nothing about forming, painting, packing and about 10 cents allowance for just the parcel post charge.

That's not the real reason for the success of this Prop. The answer is the patented simplicity of design. You don't have to fit a corkscrew to a stalk, contend with welded snap jaws, strings, twisted wire, etc.

PRICES

SIZE OVERALL—End to End	½ Doz.	1 Doz.	2 Doz.	3 Doz.	5 Doz.	6 Doz.
16" (Tulips, etc.)	\$.58	\$.89	\$1.59	\$2.19	\$3.49	\$4.19
30" (Giant Zinnias, etc.)	1.09	1.84	3.39	4.69	7.39	8.39
42" (Delphiniums, etc.)..	1.29	2.19	3.98	5.69	8.98	10.39
66" ("Glads," etc.)	2.09	3.74	6.98	9.89	15.98	18.29
78" (Dahlias, etc.)	2.89	5.19	9.89	13.89	Apply	Apply

NOTE—That we have tried to make it advantageous for you to buy, at least, in two dozen lots since the saving averages nearly 5% over one dozen units. The saving is up to 19% on purchases of 6 dozen.



- 1—Being all steel, they definitely eliminate wood Stakes with their unkempt Rag and String Ties.
- 2—They support a Flower or Plant better.
- 3—They are Termite and Rot Proof.
- 4—They are priced so low that no Gardener can afford to be without them.
- 5—Processed stiff steel of varying thickness to suit required support, including rose and young fruit trees.
- 6—Made in lengths overall (end to end) of 16", 30", 42", 66" and 78".
- 7—They can be saved from year to year.
- 8—Make a neat, orderly looking garden.
- 9—In Garden-Green enamel.
- 10—So simply constructed and safe that a child can place them correctly in a garden.

A lot of Flower Show Blue Ribbon Dahlia winners use the 66-inch and 78-inch sizes. Some of these heavy-headed saved blooms have measured 13 to 14 inches across.

PLEASE NOTE THAT ALL SIZES ARE QUOTED ON THE OVERALL (OR END TO END, PER PATENT GRANT) LENGTH AND NOT ON THE NET LENGTH. WHILE OF MINOR DIFFERENCE FOR ACTUAL USE, THIS NEVERTHELESS SHOULD BE OBSERVED.

MRS. MISS & MR. GARDNER ARE THESE CHARGES INFLATIONARY? YES.

GIFTS--NAMES

TEAR OUT THIS PAGE ON DOTTED LINE →

As stated on page 23, make up your order on the order forms found on the following pages and fill in below the names of 5 neighbors known to you as serious minded garden folk, whether they garden "big or small." This and your remittance for the amount of what you buy is ALL that is necessary to EARN YOUR GIFT, as explained on page 23. PLEASE PRINT, DON'T WRITE.

(1) NAME

ADDRESS

TOWNSTATE.....

(2) NAME

ADDRESS

TOWNSTATE.....

(3) NAME

ADDRESS

TOWNSTATE.....

(4) NAME

ADDRESS

TOWNSTATE.....

(5) NAME

ADDRESS

TOWNSTATE.....

Crease on This Dotted Line. Tear Out This Page Section and Mail with Order. See Page 23



**Know the answer to this one.
Who Pays the Shipping Costs?**

• • ALL prices in this BROADSIDE include PREPAID PARCEL POST or EXPRESS CHARGES to ALL POINTS, east of or on the MISSISSIPPI RIVER, EXCEPT in the case of shipments of the 100 lb. size or larger quantity of ALL kinds of FERTILIZERS which are prepaid to points within 500 miles of N. Y. City by express or by railroad. • • Not all destinations in this wide 500-mile radius have express facilities so railroad shipment to such points would be mandatory.

A few long distance customers who buy as much as ton lots of one or more Specialty Foods misunderstood the exact meaning of our very liberal transportation ALLOWANCE, so we hope this clarifies that point. Probably 90% of all of our shipments are laid down PREPAID right to your door. Naturally and if express charges on these 100 lbs. and over shipments to remote places are totally incompatible with rail rates, we would handle such orders via rail PROVIDED the season was not so far advanced as to make delivery via rail impractical for use at planting time.

There is a MORAL to all this and we hope you find it possible to co-operate a little with us this war year by BUYING EARLY and stating WHEN you want shipment made and approximately WHEN you expect to apply your Fertilizer. There is space on the "TEAR-OUT" BLANK ORDER FORM herein, for that very purpose.

*and
also this*



There are two sound reasons WHY all of our F.S.B. mail orders are handled on the basis of REMITTANCE WITH ORDER (check, Money Order, or cash)

- (1) Our accounting system provides for monthly bulk or mass entries of mail receipts which eliminates a lot of waste expense and time in our office.
- (2) C.O.D. shipments involve almost double the time in their preparation of shipping tags and postal red tape and FINALLY when these C.O.D. shipments reach the customer an extra postal charge is exacted for collection and the buyer doesn't like it; and we can't control postal rules.

Many of our prices herein are considerably less (in spite of increases of material and transportation charges since June 1952) than they were in 1952--THAT'S REALLY SAYING A LOT, THESE DAYS!



And Now for the F.S.B. GIFT OFFERS For the Year of

1
9
3

FIRST and MOST IMPORTANT to remember in connection with these GIFT OFFERS (and that truly means no extra charge) is **THE ONE EXCEPTION** that the purchase of **PRIZEGRO** (page 5) **DOES NOT PARTICIPATE IN OR QUALIFY FOR ANY GIFT** because the offer of the 25 lbs. of **BONE MEAL** is in reality **THE GIFT ITSELF** and is the **OUTSTANDING** so-called GIFT of this F.S.B.

HOW OUR GIFT OFFER WORKS

All we ask in exchange for **THE GIFT** is to send us the names of **FIVE (5) NEIGHBOR GARDENERS**. Please turn back to page 22. Fill in the 5 names, tear out that part of the page and attach to your order. We are trying to build our mailing list with the names of real (big or small) gardeners.

OUR "GIFT OFFERS" are rather an expensive method of

this accomplishment, but we simply want **YOUR** gardening friends to have the same G&O advantages that we are offering you.

No need to repeat that the offer of these GIFTS is **GENUINE**. Our patrons do not pay **ONE CENT** for them beyond the purchase price of such other products as they might regularly need and would buy anyway and from any source for their garden or home so that means that our GIFTS represent a substantial discount never expected by the customer.

Of course, trying to convince **EVERYBODY** of a different or unheard of example, in business, of sincerity (and you might even say honesty) is probably a waste of time. Converting those who are only happy when in a state of abject suspicion seems unworthy effort, but not with our manner of almost nationally known frank expression in advertising because we say—"if you ever have occasion to doubt us and

can't clear that doubt—then both of us are unhappy and we ought to quit doing business together."

Maybe we should say here (since these F.S.B.'s go all over the country and to some G&O customers who really don't know where Skillman is) that nearly 30 years ago this company started in a Long Island City cellar of 700 sq. ft.

Today we have over 7 acres with nearly all R.R. frontage and a 7 car spur track into five buildings with nearly 50,000 sq. ft. (and still another new one going up), all modernly equipped. The start and the present—under the same management. We might conclude "It was a tough fight Mom but we won."

Just a ten line pedigree but enough to pledge—**BUSINESS ON THE HIGHEST LEVEL** until the "end of the road" by our present management. Our guarantee on back of last page is enough—**COUTE QUE COUTE**.



GIFT No. ONE

For your purchase of G&O materials amounting to a minimum of \$5.00 and up to \$10.00, we will send you **WITHOUT CHARGE**:

- (A) Enough **WUND-O-BEST** (see page 12) to make 8 gallons wonder Plant Food and also
- (B) The Annual Year Book of **HOME GARDEN GUIDE** selling on news-stands at 50c. The best, most concise Garden Guide ever issued and costing thousands of dollars to publish.

GIFT No. TWO

For your purchase of \$10.00 to \$20.00, we will send you **WITHOUT CHARGE** a choice of either A and B or C and D (but **NOT BOTH**)

- (A) The **WIK-FED POT** shown on page 28 and
- (B) The 35c package of **WUND-O-BEST** (see page 12) to supply the Plant Food in the **WIK-FED POT**

OR

- (C) A pair of **GREEN THUMB** glove shown on page 28 (state size, small, medium or large) and
- (D) A copy of **HOME GARDEN GUIDE**.

GIFT No. THREE

For your purchase of \$20.00 to \$35.00 we will send you **WITHOUT CHARGE** your choice of either A and B or C and D (but again, **NOT BOTH**.)

- (A) A pair of **GREEN THUMB** Gloves, Page 28.
- (B) Double Duty **PLANT FOUNTAIN SPRINKLER**

OR

- (C) A pair of **KNEE GUARDS** (page 28) and
- (D) A copy of 1953 **HOME GARDEN GUIDE**.



GRAND SLAM

GIFT No. FIVE

In exchange for your purchase amounting to \$50.00 and over you receive without a penny of extra cost the following as a so-called single package **GIFT** (Here's where we throw in everything except the—Weather) and observe, please, that all these products are nationally advertised and on sale in America's finest Garden shops, Drug, Hardware and Department stores, etc. You couldn't have better garden equipment of the kind for everyday practical use.

- 1—The **WIK-FED Pot** (page 28).
- 2—The **WUND-O-BEST Plant Food** (page 12).
- 3—The **KNEE GUARDS** (page 28).
- 4—The **GREEN THUMB** Gloves (page 28).
- 5—The **HOME GARDEN GUIDE** (page 28).
- 6—The Double Duty **PLANT FOUNTAIN SPRINKLER** (page 28).



GIFT No. FOUR

For your purchase of \$35.00 to \$50.00 worth of merchandise, you will receive **WITHOUT A CENT OF EXTRA COST** a choice of either A, B and C or D, E, F, and G (But **NOT BOTH**, it's one or the other in all of these offers.)

- (A) A pair of those wonderfully useful **GREEN THUMB** Gloves (page 28) and please always specify sizes (for women) **SMALL, MEDIUM or LARGE** and state whether for women or men.
- (B) A pair of those fine combination Hard & Foam Rubber **KNEE GUARDS** (page 28.)
- (C) A copy of the new 1953 **HOME GARDEN GUIDE** (always demanded by our patrons.)

OR

- (D) A pair of **GREEN THUMB** Gloves shown on page 28. State size and whether for women or men.
- (E) The Double Duty **PLANT FOUNTAIN SPRINKLER** (page 28)
- (F) The **WIK-FED Pot** (page 28)
- (G) The **WUND-O-BEST Plant Food** (page 12)

TAKE ADVANTAGE OF THESE GIFTS • RARE IN ANY BUSINESS 23

Goulard's ROSE & VINE Trellis

If you were actually compelled to shop and search the market for the BEST, STRONGEST, LONGEST LASTING and MOST ECONOMICAL, DECORATIVE and VERSA-TILE TRELLIS on the market, we ask in all fairness and without any selfish motive whatever WHERE or HOW could you possibly match this TRELLIS.

Certainly this is not a "LEAD QUESTION" because, we frankly do not know of any type of comparable size ADJUSTABLE TRELLIS made of any kind of material and especially steel to match just a few of the specifications applicable to this newest TRELLIS.

SPECIFICATIONS

- (1) Made of Hot rolled steel of high carbon and cold formed for extra strength.
- (2) Heat resistant because covered with a heavy coat of WHITE ENAMEL.
- It is common practice on Private Estates, in Parks, etc., to train Rose and various kinds of vines including Tender Sweet Peas on plain galvanized fencing or even chicken wire and we have all seen that WITHOUT A TRACE of "SCALDING" (from the most intense and even tropical sun rays) to the most tender of Vines. We KNOW this fact since our activities are almost daily connected with expert gardeners in charge of some of the finest looking formal Flower and Garden displays in this country but regardless of all that a thick coat of enamel is virtually triple insulation from the hottest sun and consequently as safe as a wood trellis from the mythical standpoint of vine damage from overheated surfaces of the trellis itself which is 90% covered anyway with foliage. The subject should be "brought into the light" for discussion. G&O usually follow this factual practice with any garden product.
- (3) Each cross bar of Steel measures 4' long by 3/32" thick by 1 3/4" wide. The actual front surface is about 1" wide with 2 nearly right angle flanges so that the actual opening in the rear between the flanges is 1 1/8". In fact these measurements apply to the upright sections as well as the cross bars. These 7 cross bars have 10 punched holes 5/16" in diameter in each bar.
- (4) There are also 4 upright hole punched pieces (or again bars) measuring 4'-3" long.
- (5) When two uprights are bolted together with a 6" overlap, the NET remaining height of the upright is 8'. The height is adjustable.
- (6) There are 11 pieces to a set or complete trellis.
- (7) Many designs (at least a dozen) can be obviously

made by a glance at the photos. Just a case of moving from one hole to another to suit one's artistic temperament. (8) 24 Sets of Cadmium coated 1" Bolts, Nuts and Washers supplied with each. Trellis (or a total of 72 individual pieces). CADMIUM means no rust for life of Trellis which could easily be 10 years.

(9) Each complete Trellis is shipped knocked down, well wrapped and bound and the shipping weight is less than 20 pounds. Just like shipping eleven broom handles tied together. It's that simple.

Please note that this Trellis is sturdy enough to stand "on its own legs" out in the open lawn or garden or it can be backed against the house, garage, Greenhouse, Tool Shed, etc.

After the lower upright is driven into the ground about 1 1/2' and then joined (with a 6" lap) with the upper section (just a duplicate of the lower piece) the NET remaining height would be 6 1/2' and from that point forward you can go ahead and make any design you're a mind to.

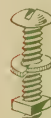
When you think of those permanently assembled, (like some sort of a funeral design) light and flimsy, Aluminum or Wood Trellises selling at 25% to 40% more, with no choice of design and of regimented pattern, is it any wonder that one single buyer of America's largest store of its kind placed an order for 1000 GOULARD'S ROSE and VINE TRELLIS after only a blue print study and no actual sample or specimen thereof for visual guidance.

PREPAID PRICE
Complete 11 piece Trellis
with 24 sets of Cadmium
coated Bolts, Nuts and
Washers.

for only

\$9.95

Please order
early in Season



As illustrated these 4' wide by 8' high Trellises can be extended in any number of sections. Example: 2 of GOULARD'S Rose and Vine Trellises joined (side by side) would measure 8' wide by 8' high and so on. How novel and thoroughly practical—N'EST-CE PAS?

Where else
Could Such

LAWN SEED

Formulas
be Bought?

Skillman → SUN

Poundage	Percentage	Seed Variety	Purity
Equivalent			Test
45 lb.	42.75%	Kentucky Blue Grass	95/80
15 lb.	14.25%	Red Top	95/90
10 lb.	9.80%	Highland Bentgrass	98/90
10 lb.	9.80%	Chewing Fescue	98/90
5 lb.*	4.90%	Wild White Clover	98/90
15 lb.	14.70%	Perennial Rye	98/90
—	.95%	Crop Seed	—
—	.40%	Weed Seed	—
—	2.45%	Inert	—
—	—	(Well over 2,550,000 seeds per lb.)	—
100 lbs.	100.00%		

*Wild White Dwarf growing Clover tends (because of its creeping ability) to form a knitted root system in restraint of Crabgrass. Most desirable, the WILD is entirely different than ordinary WHITE Dutch Clover and several times more costly. A little goes a long way—really wonderful.

Skillman → SHADE

Poundage	Percentage	Seed Variety	Purity
Equivalent			Test
30 lbs.	28.50%	Kentucky Blue Grass	95/90
10 lbs.	9.80%	Highland Bentgrass	98/90
20 lbs.	19.00%	Creeping Red Fescue	95/90
20 lbs.	18.00%	Rough Bluegrass	90/90
—	—	(POA Trivialis)	—
20 lbs.	19.00%	Red Top	95/90
—	1.50%	Crop Seed	—
—	.40%	Weed Seed	—
—	3.80%	Inert	—
—	—	(Well over 2,200,000 seeds per lb.)	—
100 lbs.	100.00%		

What better shade resistant grasses
—and in proper balance?

IF IT'S THE BEST LAWN WANTED THEN, AT LEAST, YOU SHOULD READ THIS.

Can you recall what we said in our last year's F.S.B.?

It was to the effect that UNLESS we could market the very FINEST and PUREST TEST of formulas, REGARDLESS OF PRICE—WE WANTED NO PART OF THE LAWN SEED BUSINESS.

We OPENLY printed our formulas and herewith PRINT THEM AGAIN. There is no need for ten (10) different formulas at 10 different prices and all supposed to fill the SAME need—to get a GOOD lawn or to get "Just a lawn." There's a big difference.

To us the Lawn Seed business has always seemed to be a "loose" kind of business or one that closely bordered on the "fake" simply because PRICE predominated as to whether the seed was the best, only fair and then awfully poor—"you're pays your money and takes you're choice."

Regardless of price its been a case of a picture of a marvelous lawn either with seed at \$1.75 per lb. or 60c per lb. Getting "fouled up" when buying grass seed is putting it mildly and that's been a great pity because the greatest outdoor expense (5 to 1) around a house, year after year is in the creation of a choice lawn. When you look at a house with a plot of ground around it the FIRST THING SEEN

—IS THE LAWN.

You can't get THE BEST lawn unless THE BEST SEED MONEY CAN BUY—is used. That's not always true of other seeds and plants BUT IT IS TRUE OF GRASS SEED in relation to a permanent beautiful lawn.

Over 40 years experience in producing and selling garden supplies dictated a grass seed policy that we adopted and will not violate if we never sell a pound of seed.

(1) We consulted the experts and

decided on the HIGHEST TEST SEED FORMULAS possible to mix.

(2) We selected a well recognized grower, cleaner and mixer of seeds (and probably 97% of all seed merchants have to rely on those relatively few sources of supply, located mainly in the North and West) and then regularly check their production.

(3) Be the only seller, if necessary to PUBLISH the formulas so that YOU, the buyer, can compare such formulas with competitive branded lawn seed.

Honestly—HAVE YOU EVER seen published formulas (regardless of analysis) like these by anyone in the ancient business of selling seeds, through beautifully colored catalogs? Frankly we haven't.

We want YOU posted on the highest grade SUN and SHADE formulas and not AFTER you buy but BEFORE you buy so you can be qualified to buy RIGHT.

Study variety percentages, purity, germination, number of seeds in a pound, weed seed present and the inert content.



Just a glance to the left and you have all that information from us BEFORE YOU SPEND A CENT.

Our trade did this last year and got THE BEST LAWNS they ever had and voluntarily said so. By comparison they mentioned Nationally known brands that are well known to you.

We don't expect you to rush in and buy ALL of your lawn seed from us but to get a lesson in QUALITY. Sow a section of your lawn with G&O as a check against some other brands having a 40% advertising sales cost that cannot be substituted for good seed and still pay the advertising (if the prices are nearly comparable) and judge for yourself.

After all that's the answer to every test, for anything.

SAME PRICES ON EITHER—SUN or SHADE

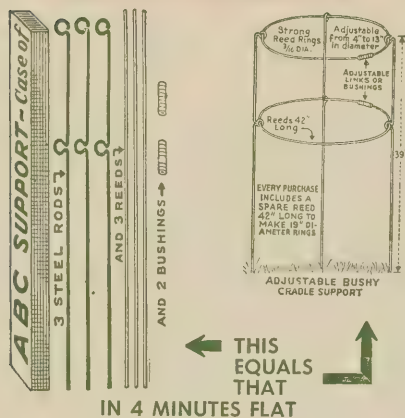
1 lb. pkg.@ \$1.49 ea. 3—1 lb. pkgs.....@ \$1.44 lb. (\$4.32 total) 5 lb. pkg.....@ \$5.98 ea.
3—5 lb. pkgs.....@ \$5.69 ea. (\$17.07 total) 7—5 lb. pkgs.....@ \$5.49 ea. (\$38.43 total)

ABSURD—THESE



GIFT OFFERS ON PAGES 23 & 28 REFUTE THAT.

ADJUSTABLE BUSHY CRADLE SUPPORT



These supports are listed in over one million catalogues in circulation, which indicates their unusual popularity in the space of one year. No more of those old fashioned unpainted—uninsulated wire rings that get hot in the Summer from the sun, and sear or cut into the stems and stalks.

A—Three 39" long, 7 gauge diameter, sturdy steel legs with two looped "eyes."

B—Three 42" long and round Rattan Reeds of about 3/16" diameter. These reeds when put through the eyes of the steel legs make rings of any adjustable size from 4" to about 13" in diameter, which is ample for almost 85% of your general gardening operations BUT, just in case some of our customers require excessive diameters, each package of A.B.C. Supports contains a spare 42" reed which can be cut in half and each one of these halves taped or joined to the other two 42" reeds with the rubber friction clamps that are also part of the package. When this joining is completed, you can increase the diameter of the ring up to almost 19".

Stop Hanging Your Beautiful Bushy Plants Now and Begin Supporting Them the A.B.C. Way.

PRICES

Each—Complete as Illustrated.....\$1.08
Special Price for 6.....\$4.98
Very Special Price for One Dozen.....\$8.98

SEPTO FOR SEPTIC TANKS - CHEMICAL TOILETS with no damage to needed bacteria

May seem a little odd for us to list here a product somewhat unrelated to general garden products but contrarywise it is not so much unrelated, after all, since most of our suburbs are without municipal sewage facilities and still must rely on cesspools. Other areas still must use indoor chemical toilets and even the old outdoor toilet.

This was very definitely proved last year when we decided to accord some space to SEPTO, usually listed with plumbing chemicals we have been making for years for that trade.

The response, in orders was encouraging enough to add to its further description herein. There is a big need for it.

SEPTIC TANKS

About every ten (10) days use two (2) heaping tablespoonsful of SEPTO (like coarse granulated sugar-green) in each flush bowl. Let it dissolve and then flush the toilet. This mild periodic preventive treatment eliminates the chances of accumulated stoppages with a consequent heavy treatment of SEPTO to possibly injure required bacteria.

CHEMICAL TOILETS

Dissolve a fourth (1/4th) of a 10 lb. container (or 2 1/2 lbs.) of SEPTO in one gallon of water (using an old pail for this). Stir until SEPTO is all dissolved. Then pour this solution into tank of toilet and add a gallon of clean water. When tank is 7/8th full, empty or flush it and clean out with fresh water.

We have found that the most economical size for making, packing and selling SEPTO is in the 10 lb. metal container, since it is used almost weekly and often daily so why order small pound cans at double the cost and high shipping charges. In fact our long distance customers always buy a case of 4-10 lb. pkgs. to be ready for any emergency. Be sanitary, keep a stock of SEPTO on hand.

SEPTO is probably 25-50% less in cost than many other products used for the same purpose and is much more concentrated and powerful in dessication effects. Free of Chloride of Lime. Full directions on the package.

Prepaid prices per page 22

10 lb. can@ \$3.29 each
4—10 lb. cans (a case)@ \$11.39 per case



TRUCKER SAYS:
"My 24 save half the time in loading my trucks."

GARDENER SAYS:
"I wouldn't want to lose one of the six I have."

INDISPENSABLE ANYWHERE

A perfect fit for 1/2 bu., 3/8 bu., and one (1) bushel basket.

Side arms flexible enough to snap on or off in two seconds. Green enameled.

Sturdy all-steel—lasts for years. Cuts labor and time in half.

A boon for all gardeners, pickers, and even housewives because you can now carry two baskets "in balance" instead of a heavy, back strain and suit-spoiling "bunny hug" load in one basket of earth, compost, vegetables, fertilizers, bulbs, stones, trash, and even coal if you will.

So handy for shopping. Complete satisfaction guaranteed or money refunded. Non-pinch full grip handle.

Weights about 12 ounces.

NOTE—IMPORTANT

We have a "little confession" to make about the production of our Basket Handle. Since we are not yet in production we feel impelled to continue its listing because our steel room give us encouragement that maybe they can find time (and it has been only a matter of that and labor shortage to date) to produce it. Therefore and again we list it with "reservations." If we are unable to fill orders, prompt refund of your remittance will be made. Our sales department is determined this needed handle will be a popular G&O item.

PRICES

EACH—AS ILLUSTRATED\$.69
SET OF 4, COMPLETE.....\$2.34
BY THE DOZEN, COMPLETE.....\$6.19



No denying: it there is today and has been for at least 5 years a tendency to regard almost every kind of an insecticide as just a "Ballyhooed" specialty of some kind that works wonders never known before. Every month something else is announced as still another miracle product to kill bugs. With all this "bunk" (and that's

how the distributors and store dealers brand this propaganda all over the country) the makers of these products quote such crazy, fantastic prices as to make the consumer feel it must be a "miracle" discovery worthy of the asking price and more. So a purchase of another compound added to the other fifty bottles and cans in the customer's garage or cellar and ALL supposed to do the same thing, viz. Kill Bugs, Scale and Blight that have been successfully controlled now for 50 years by standard time-tested Bug and Blight remedies.

We are in the business and yet we have a little of this confused "What shall I use dementia Buggorino—Blighto Complex."

This is not a healthy condition because the general thinking becomes—let the bugs and blight alone, why worry!

One customer told us he went into a store to buy some kind of a simple product just to kill aphids and was shown 25 products under as many brand names selling from 15c to \$5.00 and everyone of them an Aphid killer. While the number of brands might be justified the disparity in price for the one objective is—crazy.

You know PLANT SPRAY after all these 25 years. It never fails. It's priced down to earth and with minor price fluctuations it is the surest, safest, most consistent "performer" in the field.

It is the nearest thing to a "panacea" any gardener can use so why spend 30c or \$3.00 for a quart of anything when 3c or 4c worth of diluted PLANT SPRAY does a perfect job and does it instantly.

ACTIVE INGREDIENTS—		
Active Pyrethrum Extract (Pyrethrins)0625%
Nicotine Sulphate (Expressed as Alkaloid 1.20%)...	1.60	%
Cresylic Acid	1.90	%
Vegetable Oil Soap	11.20	%
Lemongrass Oil	1.00	%
INERT INGREDIENTS	84.2375	%
Total.....	100.00	%

Again—Please note in this "College Short Course" we give analysis. You probably couldn't find mention of Product Analysis of any competitive brands in 100 catalogs selected at random.

Why shouldn't YOU know WHAT YOU ARE buying BEFORE you "plank down" one penny?



Non-Poisonous, Non-Staining, Non-Burning, Can't Clog

A Prize Winning Research SPRAY FOR

ROSES • DAHLIAS • AZALEAS • VEGETABLES
RHODODENDRONS • FLOWERS • SHRUBS, ETC.

Get acquainted NOW with this "fool-proof" Spray. Believe it or not but you'll find it's kind of a privilege to get hold of a utility spray that just about does everything except possibly control plant disease which is easy enough to do by adding a little Bordeaux or the Sulphurs (dusting or wettable).

THINK OF IT

A quart of this concentrated PLANT SPRAY that makes 30-35 quarts of finished or diluted (with water) Spray figures about three (3) cents for the finished spray, ready to use and this is a final, delivered cost. Also this quart of finished spray covers a garden area of over 6000 square feet for one application or nearly 1600 square feet for four applications which is usually enough per season. For a utility spray THAT CLEANS UP JUST ABOUT ALL BUG AND SCALE TROUBLE, without burning the plant or leaving poison around to do some possible harm . . . YOU'LL HAVE A HARD JOB TO BEAT . . . PLANT SPRAY.

SIZE	COVERAGE	PRICES
ONE-HALF (½) Pt.	Makes about 2 gallons of finished SPRAY, sufficient to cover garden area of about 30' by 50' for one application	\$.69
ONE (1) Pt.	Double above	\$.98
ONE (1) Qt.	4 times as much as half pint	\$1.49
*ONE (1) Gal.	16 times as much as half pint	\$4.19

*Economy Size for Everything and for All Year

KNOCK'em DEAD

APHIS • THRIP
CATERPILLARS
WORMS • CHAFERS
ROSE BUGS
MEALY BUG
CABBAGE WORMS
TOMATO WORMS
CORN BORER
WHITE FLY
BOXWOOD LEAF
MINER • JAPANESE
& ASIATIC BEETLE
MEXICAN BEAN BEETLE
ALSO SCALE IN
CREEPING STAGE, ETC.

Self-WATERING FLOWER POT GIFT

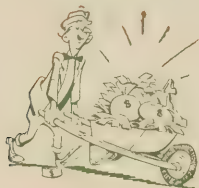


You've seen this beautiful 2-part CREAM COLORED STYRON POT, 4" wide at top, 3" deep with a 2 7/8" bottom and also BLACK COLORED BASE with a water-well about 1 1/4" deep and 3" diameter, having a thick wick for continual "SUBIRRIGATION." Sells everywhere for \$1.00 to \$1.25.

For AFRICAN VIOLETS and ALL HOUSE PLANTS. Now you can leave home and know your plants are OK and also being FED.

THE 1953 HOME GARDEN GUIDE

This Annual 100 page GUIDE is so new with each publication that no well versed gardener can afford (for the newsstands price of 50c) to be without it. It is a very wonderful help and if it did not enjoy big circulation you probably couldn't put this information together for \$10.00 a copy and that is our honest opinion of it—not one cent of profit to us for saying so—Our same customers come back yearly and ask whether we will again offer it. You just couldn't have a better book on Gardening around your house.

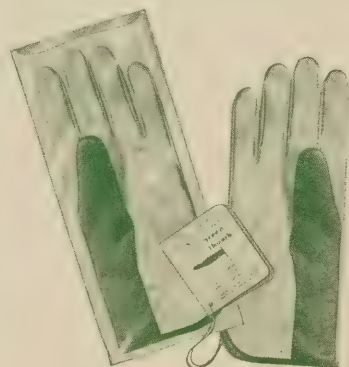


In previous F.S.B.'s we have not had space enough to reproduce in pictures the unusual, practical and garden related GIFTS that we alone, to our best knowledge, offer to our patrons. True, not a big confusing and carnival list of GIFTS. Just a few select and yet every day usable standard merchandise that our kind of patrons like. We hope you also will like and comment about them. We always appreciate your suggestions, if you have any.

You really LOSE if you MISS this! GREEN THUMB GLOVES

The head of our Gift Dep't is a hard working Gardener and not the "rocking chair" variety. Therefore and when this item shown in these pictures was submitted for approval, we quickly found that such approval was hardly necessary. Not because GREEN THUMB gloves were nationally advertised in the leading Garden Magazines like Better Homes & Gardens, Sunset, American Home, Popular Gardening, House Beautiful, Flower Grower, House & Garden, etc., but because almost every "Lady and Gentleman of the Garden" knew them so well they could say "It's just the finest pair of Gloves money can buy, not alone for "earthy" service but for Auto driving and general utility use inside and outside of the house."

For the women a chamois-colored fabric, vinyl-impregnated to shed dirt, etc. For the men a heavier vinyl-treated fabric of a darker shade resembling leather. Protects hands from contact with Plant Foods, Insecticides, wet and greasy materials, etc., and yet that instant "slip into and out of feeling" is unbelievably comfortable. Not like a pair of binding canvas gloves that even sell at a higher price and give a third as much rough usage.



Can be washed and stored away for use in many subsequent years. Each pair comes packed in a plastic bag.

GREEN THUMB gloves actually have a green colored thumb and a chamois finish and finally tailored or styled so that it resembles a finished dress glove but with "room galore" for easy movement in tight planting spots.

At any rate when you can say "this or that article outsells all other merchandise of similar nature" — What is there left to say?

SIZES (for women) come in three sizes (1) SMALL (2) MEDIUM and (3) LARGE. Only one full size for men.

The popular size (about 65% demand) is MEDIUM, then about 20% SMALL and 15% LARGE. State whether gloves are for women or men.

DOUBLE DUTY PLANT FOUNTAIN SPRINKLER

Great for sprinkling Seedlings, House Plants, Laundry, etc., 8 oz. (1/2 pt.) capacity Rubber Bulb 5" high by nearly 3 1/2" diameter. Has 5/16" diameter extension rod nearly 6" long with a sprinkler 1 3/8" wide with 25 small spray perforations. Not a toy but a fine tool. Can also be used to suck water out of a vase, etc. You'll like it and it sells for \$1.50 postpaid.



KNEE



GUARDS

Protect your knees. You'll need 'em more as you get older. The picture shows these 3/8" Thick Rubber Pads are form fitting with non-slip straps. Sell for \$2.50-\$3.00 per pair postpaid. Can be worn over or under clothing. Now you can throw away the cane, crutch and linament.

ORDER FORM

Just Fill Out and
EXTEND

GOULARD & OLENA, INC. → SKILLMAN ←
NEW JERSEY

Name Date.....
Street
City State.....
Post Office..... R. R. Station.....

A—ENTER ORDER AND SHIP ABOUT (State When) B—Enclosing Check or M.O. No.....
C—Goods Needed by.....

ROSE FOOD 1 lb. @ \$.54 10 lb. @ \$1.84
(Page 4) 5 lb. @ \$1.19 25 lb. @ \$3.89
..... 100 lb. @ \$11.49

PRIZEGRO 25 lb. @ \$3.89
(Page 5) 50 lb. @ \$6.98
..... 100 lb. @ \$11.39

GOULARD'S FORMULA 50 lbs. @ \$ 7.49 15 lbs. @ \$2.79
(Page 6) 100 lbs. @ \$12.69 25 lbs. @ \$4.59

HYGANIC 25 lb. @ \$3.98 100 lb. @ \$10.98
(Page 6)

½ BLOOD-TANKAGE
AND 25 lb. @ \$4.19
½ BONE MEAL (mixed) 100 lb. @ \$13.39
(Page 7)

GO-WEED Fertilizer 10 lb. @ \$1.79
AND and Weed 25 lb. @ \$3.89
TURF FOOD Killer 100 lb. @ \$10.69
(Page 7)

SOIL 5 lb. @ \$1.09
ENRICHER 10 lb. @ \$1.79
(Page 7) 25 lb. @ \$3.29

COMPOSTER 5 lb. @ \$1.09
(Page 7) 10 lb. @ \$1.69
..... 25 lb. @ \$3.79

BULB FOOD 2 lb. @ \$.69
(Page 8) 5 lb. @ \$1.19
..... 25 lb. @ \$3.89 100 lb. @ \$11.49 10 lb. @ \$1.84

RHODO-AZALEA-CAMELLIA 2 lb. @ \$.69
ACID FOOD (Page 8) 5 lb. @ \$1.19
..... 25 lb. @ \$3.89 100 lb. @ \$11.49 10 lb. @ \$1.84

EVERGREEN, TREE, 5 lb. @ \$1.19
SHRUB, etc. FOOD 10 lb. @ \$1.84
..... 25 lb. @ \$3.89
(Page 9) 100 lb. @ \$11.49
SPECIAL 2 lb. @ \$.69 10 lb. @ \$ 2.09
TOMATO FOOD 5 lb. @ \$1.29 25 lb. @ \$ 4.49
(Page 9) 100 lb. @ \$12.79

ANTI-BEETLE
GRUB FORMULA No. 3 10 lb. pkg. @ \$2.19
(Page 10) 25 lb. pkg. @ \$4.98
..... 100 lb. pkg. @ \$14.98 50 lb. pkg. @ \$8.98

COTTONSEED MEAL 5 lb. @ \$1.09
(Page 10) 10 lbs. @ \$2.89
..... 25 lb. @ \$0.20

BONE 2 lb. @ \$.59 25 lb. @ \$3.89
MEAL 5 lb. @ \$.98 50 lb. @ \$6.98
(Page 10) 10 lb. @ \$1.79 100 lb. @ \$9.98

SULPHATE OF 5 lb. @ \$1.09
AMMONIA 10 lb. @ \$1.79
(Page 11) 25 lb. @ \$3.98

MURIATE OF 5 lb. @ \$1.00
POTASH 10 lb. @ \$1.79
(Page 11) 25 lb. @ \$3.98

NITRATE OF 5 lb. @ \$1.09
SODA 10 lb. @ \$1.79
(Page 11) 25 lb. @ \$3.98

ALUMINUM 1 lb. @ \$.49 10 lb. @ \$1.79
SULPHATE (acid) 5 lb. @ \$1.09 25 lb. @ \$3.00
(Page 11)

TOBACCO 1 lb. @ \$.49
POWDER (fine) 5 lb. @ \$1.09
(Page 11) 10 lb. @ \$1.79
..... 100 lb. @ \$0.79 25 lb. @ \$3.79

RAW BONE (uncooked) 10 lb. @ \$2.29
(Page 11) 25 lb. @ \$4.49
..... 100 lb. @ \$11.98

SHEEP & GUANO 2 lb. @ \$.49 10 lb. @ \$1.49
MANURE 5 lb. @ \$.89 25 lb. @ \$2.98
(Page 11) 50 lb. @ \$5.29

20% SUPERPHOSPHATE 5 lb. @ \$.79
(Page 11) 10 lb. @ \$1.39
..... 25 lb. @ \$2.89

WUND-O-BEST 1 lb. @ \$1.25
(Page 12) 5 lb. @ \$3.25
..... 10 lb. @ \$5.85
..... 50 lb. @ \$24.00 25 lb. @ \$13.00

ROSE DUST 1 lb. (shaker top) @ \$1.39
(Page 12) 5 lb. pkg. @ \$4.98

TOMATO DUST 1 lb. (shaker top) @ \$.98
(Page 13) 1—5 lb. pkg. @ \$2.59
..... 5—5 lb. pkgs. @ \$10.79

TOTAL THIS PAGE

(Continued on reverse)

Fold or crease at this dotted line and then tear off. Use both sides.

PLEASE PRINT

TOMATO RODS (Page 13) No. of Doz.....@.....		
DORMANT MISCIBLE OIL (Page 13)5 gal. @ \$9.79.....Gallons @ \$2.39		
LIME SULPHUR SOLUTION (Page 14)Quarts @ \$.89Gallons @ \$1.985 gal. @ \$7.98		
DUSTING SULPHUR (Page 14)1 lb. @ \$.59 ea.....5 lb. @ \$1.39 ea.		
WETTABLE SULPHUR (Page 14)1 lb. @ \$.59 ea.....5 lb. @ \$1.39 ea.		
40% NICOTINE SULPHATE (Page 14)1 oz. bottle @ \$.495 oz. bottle @ \$1.29		
GO-Nex—25% DDT EMULSION (Page 14)Pts. @ \$1.09Qts. @ \$1.69Gal. @ \$5.39		
JUMBO 6' DAHLIA WOOD STAKE (Page 14)6 for \$1.7912 for \$3.49 per doz.24 for \$3.39 per doz.72 for \$2.89 per doz.		
CRABGRASS KILLER (Page 15)5 lb. @ \$1.09.....25 lb. @ \$3.8910 lb. @ \$1.79.....50 lb. @ \$6.69100 lb. @ \$9.89		
GO-CRAB Potassium Cyanate (Page 15)4 oz. @ \$1.1916 oz. @ \$2.892 lb. @ \$4.49		
WEED AND POISON IVY KILLER (Page 16)Pt. @ \$.69 ea.Qt. @ \$1.09 ea.Gal. @ \$2.49 ea.5 Gal. @ \$11.2955 Gal. @ \$82.79.....30 Gal. @ \$47.89		
TERMITINE for Termites (Page 17)1 Gal. @ \$4.494—1 Gal. @ \$15.89		
ANTI-DOG (Page 17)½ Pint @ \$.69Quart @ \$1.49.....Pint @ \$.94		
RABBIT REPELLENT (Page 17)1 lb. @ \$.695 lb. @ \$1.98		
P. D. B. for BORERS (Page 17)1½ lb. @ \$1.29		
GROUND DRIED BLOOD (Page 17)5 lb. @ \$1.6910 lb. @ \$2.7925 lb. @ \$5.98		
GO-NEX—5% DDT (Page 18)Pt. @ \$.79Qt. @ \$1.19Gal. @ \$3.19		

MOTH DEODORANT CRYSTALS PERFUMED1½ lb. pkgs. @ \$1.99
(Page 18)

RID O' SPOT (Page 18)½ Pt. @ \$.59Pt. @ \$.98Qt. @ \$1.49Gal. @ \$4.49		
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NUGGETS (Page 18)1½ lbs. @ \$1.295 lbs. @ \$2.89		
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MOTH DEODORANT COMPACTS (Page 18)Tubes of 12 ea. @ \$2.89		
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DEBIETANT (Page 18)½ Pt. @ \$.69		
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DREAM ZINC LABEL (Page 20)Kit @ \$.98....."1000 Nur. Size"50 unit @ \$1.59100 unit @ \$2.39 @ \$19.89		
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ETCHANT—with applicator (Page 20)1 oz. @ \$.49		
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FENCE RODS (Page 20)Dozs.....33" overallDozs.....48" overall		
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METAL WICKET SHIELDS (Page 20) No. of Doz.....@		
--	--	--

PLANT PROPS (Page 21) No.....16" @ \$66" @ \$ of30" @ \$78" @ \$ Doz.....42" @ \$		
--	--	--

GOULARD'S Rose-Vine TRELLIS (Page 24) No.....@ \$9.95 ea.		
--	--	--

LAWN SEED1 lb. pkg. @ \$1.49 ea.		
SKILLMAN SUN OR SKILLMAN SHADE (Page 25)3—1 lb. pkgs. @ \$1.44 lb. (total \$4.32)5 lb. pkg. @ \$5.98 ea.3—5 lb. pkgs. @ \$5.69 ea. (total \$17.07)7—5 lb. pkgs. @ \$5.49 ea. (total \$38.43)		

INDICATE, SUN OR SHADE ON ORDER

A.B.C. SUPPORTS (Page 26)@ \$1.08 ea.....@ \$4.98 for 6@ \$8.98 for 12		
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SEPTO DRY CHEMICAL (Page 26)10 lb. @ \$3.294—10 lb. cans (a case) @ \$11.39		
---	--	--

BASKET HANDLE (Page 26)@ \$.69 ea.@ \$2.34 for 4@ \$6.19 for 12		
--	--	--

PLANT SPRAY (Page 27)½ Pt. @ \$.69.....Qt. @ \$1.491 Pt. @ \$.98.....Gal. @ \$4.19 Perfect Results Every Time		
--	--	--

TOTAL AND REMITTANCE ENCLOSED FOR

See page 6 for its description ➡

See page 5 (PRIZEGRO is a "1-st cousin" of DORISTURF) ➡



All "top" Greenskeepers want this kind of Turf Food

noted in this news item published in the HARTFORD (Conn.) TIMES.

And now - WHAT DO YOU THINK AVON USED? - 1st. It was GEO's HYGANIC 10-6-4 of Fish, Blood, Cottonseed Meal, Neutral Phosphorus Boron and 5 other trace elements - ON THE GREENS, and then - 2nd. GEO's DORISTURF 5-10-5 of Fish, Blood, Castor Pomace, Tankage and 4 Trace Elements - ON THE FAIRWAYS.

How could AVON, or You or ANY GREENSKEEPER anywhere and in ANY YEAR fail to win out for permanent and outstanding results with this GEO combination of such disease resistant ORGANIC TURF FOODS?

For over 25 years we have been exclusive pioneers - (practically alone in the industry) of making specialty fertilizer formulas of any analysis to suit the needs and individual conditions of turf authorities. Let us know your problem and we will try to work it out with you.

Greenskeeper Gets Clubs for Award

By STUART HENDERSON

Avon — In recognition of his work in bringing the Avon golf course to its finest condition in history, Greenskeeper Joe Bidwell was awarded a set of clubs here at the Trophy Dinner last night.

The Avon greens now rank with the best in the east. The story that a member three-putted one of the superb surfaces and was promptly fired out of the club is hardly true, however.

During the informal afternoon tournament which preceded the dinner, Ev Hanlon scored his second hole in one, this time on the 130-yard fourteenth where he exactly duplicated the feat of this writer in whacking a 6-iron shot into the cup.

Recipients of gifts for their work at the club during the season included Harry Nettelblad, pro; Mrs. Nettelblad, superintendent of the golf shop, and Mike Gresh, assistant pro.

John Graham, chairman of the tournament committee, was master of ceremonies at the dinner. Prizes were awarded to tournament winners for the season.

A program of sports movies featured the celebration.



"I want some grass seed that won't grow."

GUARANTEE

We guarantee the quality of all of our products to be exactly as described herein OR MONEY REFUNDED INCLUDING YOUR EXPENDED TRANSPORTATION COST. This guarantee is made WITHOUT RESERVATION OF ANY KIND.

All G&O customers can always buy our products with this understanding whether stated or not. Such has been our policy for the protection of our patrons for over 26 years.

Your "earthy" neighbor to the right is "plumb" exhausted after the first day of Spring Garden work but at the end of the summer he'll be a rugged Paul Bunyan.

Even the Robin tells him "Be happy, everything's going to be O.K. because you have a G&O guarantee. Now go into the house, take a hot epsom salt bath and you'll feel swell tomorrow."

